

ABSTRAK

Ramadhan Devi Firmansyah, Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Smartphone Di Handayani Cell Lamongan Dibawah bimbingan Hadi Purnomo, S.E., M.M.

Tujuan penelitian ini adalah untuk mengetahui pengaruh produk, harga, distribusi dan promosi terhadap keputusan pembelian *smartphone* di Handayani Cell Lamongan, baik secara parsial maupun secara simultan terhadap keputusan pembelian. Penelitian ini dilakukan dengan metode kuantitatif. Teknik pengambilan sampel yang digunakan yaitu *non – probability sampling* dengan metode *purposive sampling* digunakan sebagai metode penentuan sampel, sehingga diperoleh sampel sebanyak 97 responden. Populasi dari penelitian ini yakni konsumen yang pernah menggunakan atau membeli *smartphone* di Handayani Cell Lamongan.

Hasil dari penelitian ini adalah variabel produk, distribusi dan promosi berpengaruh secara parsial terhadap keputusan pembelian, sedangkan variabel harga tidak berpengaruh secara parsial terhadap keputusan pembelian. Variabel produk, harga, distribusi dan promosi berpengaruh secara simultan terhadap keputusan pembelian.

Kata kunci: Produk, Harga, Distribusi, Promosi, Keputusan Pembelian

ABSTRACT

Ramadhan Devi Firmansyah, The Effect of Marketing Mix on Smartphone Purchase Decisions at Handayani Cell Lamongan Under the guidance of Hadi Purnomo, S.E., M.M.

The purpose of this study was to determine the effect of product, price, distribution and promotion on smartphone purchasing decisions at Handayani Cell Lamongan, either partially or simultaneously on purchasing decisions. This research was conducted with quantitative methods. The sampling technique used is non-probability sampling with purposive sampling method used as a method of determining the sample, in order to obtain a sample of 97 respondents. The population of this study are consumers who have used or bought a smartphone at Handayani Cell Lamongan.

The results of this study are the product, distribution and promotion variables have a partial effect on purchasing decisions, while the price variable does not partially affect purchasing decisions. Product, price, distribution and promotion variables have a simultaneous effect on purchasing decisions.

Keywords: Product, Price, Distribution, Promotion, Purchase Decision