

ABSTRACT

THE INFLUENCES OF QUALITY PRODUCTS, PRICE, PROMOTION, AND LOCATION TO PRODUCT PURCHASE DECISION ON UNILEVER INDONESIA IN JAKARTA

(iv + 85 Pages + Appendices + 18 Tables, 1 Picture, 1 Graph)

Tujuan dari penelitian ini adalah untuk menguji apakah quality product, price, promotion, location berpengaruh positif terhadap product purchase decision. Penelitian ini menggunakan metode survei. Pengumpulan data diambil menggunakan instrumental kuesioner kepada 400 responden yang mengonsumsi produk Unilever Indonesia sebelumnya. Penarikan sampel menggunakan purposive sampling. Teknik pengambilan sampel dilakukan dengan purposive sampling. Pendekatan yang digunakan adalah Partial least Square-Structural Equation Modeling dengan menggunakan program SmartPLS 3.0. Hasil penelitian menunjukkan bahwa quality products berpengaruh positif terhadap product purchase decision, price berpengaruh positif terhadap product purchase decision, promotion berpengaruh positif terhadap product purchase decision, location berpengaruh positif terhadap product purchase decision.

Kata kunci : Quality Products, Price, Promotion, Location, Product Purchase Decision

Referensi: 72 (2000-2020)

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The purpose of this study is to examine whether quality product, price, promotion, location positively affects product purchase decision. The survey method used in this study. Data collection was carried out using a questionnaire instrument to 400 respondents that consumed Unilever Indonesia products previously. The sampling technique was carried out by purposive sampling. The approach used is Partial Least Square-Structural Equation Modelling using the SmartPLS 3.0 program. The results showed that quality products positively affects product purchase decision, price positively affects product purchase decision, promotion positively affects product purchase decision, location positively affects product purchase decision.

Keywords : Quality Products, Price, Promotion, Location, Product Purchase Decision

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