

ABSTRACT

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THE INFLUENCE OF SALES PROMOTION, PRICE, QUALITY PRODUCTS, AND LOCATION TOWARDS CUSTOMER BUYING DECISION IN SKECHERS MEDAN

(xiv+119 pages; 9 figures; 31 tables; 5 appendixes)

Competition is getting tougher day by day in the world of the shoe industry in Medan and increasingly sophisticated technological developments are forcing all companies to develop their business in various ways, starting from marketing techniques and improving the machines used. Skechers is a well-known business in the field of footwear products. Competing with other well-known competitors, Skechers Medan wanted to know how they were able to develop and improve their marketing in order to shape their intention to visit Skechers Medan.

This study uses quantitative research methods with data processing using the Structural Equation Model (SEM) with AMOS. Data was collected by distributing questionnaires to 135 respondents with the characteristics of men and women aged 18-60 years, had bought Skechers products in Medan, had visited or knew the place of Skechers at Sun Plaza Medan.

The purpose of this study was to determine the impact of promotion, price, product quality, location on customer purchasing decisions.

Keywords: Sales Promotion, Price, Quality Product, Location, Customer Buying Decision

References: 32 (2002-2021)

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Persaingan yang semakin hari semakin ketat di dunia Industri Sepatu di Medan dan perkembangan teknologi yang semakin canggih yang memaksa semua perusahaan untuk mengembangkan bisnis mereka dengan berbagai cara seperti mulai dari teknik marketing maupun peningkatan mesin yang digunakan. Skechers merupakan salah satu bisnis terkenal di bidang produk footwear. Bersaing dengan kompetitor lainnya yang juga terkenal, Skechers Medan ingin mengetahui bagaimana mereka mampu mengembangkan dan meningkatkan pemasaran guna membentuk niat berkunjung di Skechers Medan.

Penelitian ini menggunakan metode penelitian kuantitatif dengan pengolahan data menggunakan Structural Equation Model (SEM) dengan AMOS. Pengumpulan data dilakukan dengan cara penyebaran kuesioner kepada 135 responden dengan karakteristik pria dan wanita berumur 18-60 tahun, pernah membeli produk Skechers di Medan, pernah berkunjung atau mengetahui tempat Skechers di Sun Plaza Medan.

Tujuan dari penelitian ini adalah untuk mengetahui yang mempunyai dampak antara promosi, harga, kualitas produk, lokasi terhadap keputusan pembelian pelanggan.

Kata Kunci: Promosi, Harga, Kualitas Produk, Lokasi, Keputusan Pembelian Pelanggan
Referensi: 32 (2002-2021)