

ABSTRACT

NATASSA TANIS

03011180041

THE INFLUENCE OF PRODUCT INNOVATION AND PROMOTION TOWARDS CUSTOMER PURCHASE DECISION IN UNIQLO SUN PLAZA

(xvi + 67 pages; 5 figures; 38 tables; 6 appendixes)

With the increasingly competitive industrial world, many organizations are trying to gain a competitive advantage through various ways in order to survive in today's competitive market. Many businesses are developing and expanding their operations internationally in this era of globalization. Companies have sold their products all over the world for a variety of reasons. Many companies have found that once the domestic market has matured, the overseas market represents the most important opportunity for the company's future survival. This reality has encouraged them to broaden their horizons and seek new customers around the world. However, as competition intensifies, the business faces new problems. The company will compete to attract clients who will buy its products. The aim of this research is to see whether product innovation and promotion have an impact on customer purchase decision in Uniqlo Sun Plaza.

This research will be conducted at Uniqlo Sun Plaza which is a company engaged in the same retail fashion as Zara and H&M. In this study, the authors used quantitative research methods. The author also uses descriptive research definitions and causal research methods in this research. Data for research purposes will be collected from questionnaires given to customers at Uniqlo Sun Plaza. Since the research population at Uniqlo Sun Plaza was unlimited, the authors decided to use 100 customers as a sample, because the customer population was unlimited.

According to the results of this study conducted with IBSM SPSS v.25, there is a positive correlation between product innovation, promotion, and product purchase decisions. This demonstrates the more widely accepted hypothesis that, in order to increase Uniqlo Sun Plaza sales, product innovations must be introduced on a regular basis and balanced with promotions so that visitors are interested in visiting and purchasing.

Keyword: Product Innovation, Promotion and Customer Purchase Decision

ABSTRAK

NATASSA TANIS

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PENGARUH INOVASI PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI UNIQLO SUN PLAZA

(xvi+, 67 halaman; 5 gambar; 39 tabel; 6 lampiran)

Dunia industri yang semakin kompetitif membuat banyak perusahaan harus mendapatkan keunggulan kompetitif melalui berbagai cara untuk bertahan hidup di pasar. Realitas ini telah mendorong mereka untuk memperluas wawasan mereka dan mencari pelanggan baru di seluruh dunia. Oleh karena itu, tujuan dari penelitian ini adalah untuk melihat apakah inovasi dan promosi produk berdampak pada keputusan pembelian pelanggan di Uniqlo Sun Plaza.

Penelitian ini akan dilakukan di Uniqlo Sun Plaza yang merupakan perusahaan yang bergerak di bidang fashion ritel. Dalam penelitian ini, penulis menggunakan metode penelitian kuantitatif. Penulis juga menggunakan definisi penelitian deskriptif dan metode penelitian kausal dalam penelitian ini. Data untuk tujuan penelitian akan dikumpulkan dari kuesioner yang diberikan kepada pelanggan di Uniqlo Sun Plaza. Karena populasi penelitian di Uniqlo Sun Plaza tidak terbatas, penulis memutuskan untuk menggunakan 100 pelanggan sebagai sampel, karena populasi pelanggan tidak terbatas.

Berdasarkan hasil penelitian dengan menggunakan IBSM SPSS v.25 menunjukkan bahwa adanya korelasi positif antara inovasi produk, promosi, dengan keputusan pembelian produk. Hal ini menunjukkan semakin bulat hipotesis yang dibuat bahwa untuk meningkatkan penjualan Uniqlo Sun Plaza maka perlu adanya inovasi produk secara berkala dan diimbangi dengan promosi agar pengunjung tertarik untuk berkunjung dan membeli.

Kata Kunci: Inovasi Produk, Promosi, dan Keputusan Pembelian Pelanggan