

ABSTRACT

ERICA CHANDRA

03013190059

THE INFLUENCE OF PRODUCT DIFFERENTIATION, PRICE AND FACILITY ON CUSTOMER PURCHASE DECISION AT PIUTIME, MEDAN

(xvi+125 pages; 9 figures; 88 tables; 7 appendices)

Piutime is a startup company founded in 2021 that focuses on offering healthy and delicious drinks. Product differentiation, price and facility were the most mentioned variables in the customer complaints received by Piutime. The objective of this research is to evaluate whether product differentiation, price and facility have an influence on customer purchase decision at Piutime, Medan.

Product differentiation, price and facility play a major role for customer to make a purchase. The ability to differentiate a product from competitors, pricing that reflects quality and comfortable facilities will trigger customers to decide to buy a product.

This research applied a quantitative approach with descriptive and causality method. The population in this study was all customers of Piutime, Medan. Using the non-probability and the technique of convenience sampling, the sample of this research was 40 customers who have visited and made purchases at Piutime, Medan.

The result of the hypothesis test showed that partially and simultaneously, product differentiation, price and facility have influence on customer purchase decision at Piutime, Medan. Furthermore, the coefficient of determination showed that product differentiation, price and facility have an influence on customer purchase decision at Piutime, Medan for 58,3%.

Recommendations for Piutime include offering wide range of product sizes, implementing price discrimination strategy, improving the Wi-Fi facility and introducing new menu items, which could lead to customer purchase decision.

Keywords: Product Differentiation, Price, Facility, Customer Purchase Decision

References: 57 (2018 – 2023)

ABSTRAK

ERICA CHANDRA

03013190059

PENGARUH PRODUK DIFERENSIASI, HARGA DAN FASILITAS TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI PIUTIME, MEDAN

(xvi+125 halaman; 9 figur; 88 tabel; 7 lampiran)

Piutime merupakan perusahaan startup yang didirikan pada tahun 2021 yang fokus menawarkan minuman sehat dan enak. Diferensiasi produk, harga dan fasilitas merupakan variabel yang paling banyak disebutkan dalam keluhan pelanggan yang diterima Piutime. Penelitian ini bertujuan mengevaluasi apakah diferensiasi produk, harga dan fasilitas berpengaruh terhadap keputusan pembelian konsumen di Piutime, Medan.

Diferensiasi produk, harga dan fasilitas memainkan peran utama bagi pelanggan untuk melakukan pembelian. Kemampuan membedakan suatu produk dari kompetitor, penetapan harga yang mencerminkan kualitas dan fasilitas yang nyaman akan memicu konsumen untuk memutuskan membeli suatu produk.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan kausalitas. Populasi dalam penelitian ini berupa seluruh pelanggan Piutime, Medan. Dengan menggunakan teknik non-probability dan convenience sampling, sampel dalam penelitian ini adalah 40 pelanggan yang pernah berkunjung dan melakukan pembelian di Piutime, Medan.

Hasil dari uji hipotesis menunjukkan bahwa secara parsial dan simultan, diferensiasi produk, harga dan fasilitas berpengaruh terhadap keputusan pembelian pelanggan di Piutime Medan. Selanjutnya koefisien determinasi menunjukkan bahwa diferensiasi produk, harga dan fasilitas berpengaruh terhadap keputusan pembelian pelanggan di Piutime, Medan sebesar 58,3%.

Rekomendasi untuk Piutime antara lain menawarkan berbagai ukuran produk, menerapkan strategi diskriminasi harga, meningkatkan fasilitas Wi-Fi dan memperkenalkan item menu baru, yang dapat menarik keputusan pembelian pelanggan.

Kata Kunci : Diferensiasi Produk, Harga, Fasilitas, Keputusan Pembelian Pelanggan
Referensi: 57 (2018 – 2023)