

## **ABSTRACT**

**DAELYNN OTTINI TAMARA**

**03011200115**

### **FACTORS INFLUENCING CUSTOMERS PURCHASE INTENTION ON PT. RIA SUKSES MANDIRI**

(xv, 82 pages; 7 figures; 35 tables; 4 appendixes)

PT. Ria Sukses Mandiri is a company engaged in the production of plastics. PT. Ria Sukses Mandiri experienced a decline in customers purchase intention that can be seen from the sales data this was suspected due to product quality, price and distribution. This research aims to investigate whether product quality, price and distribution have partial and simultaneously influence towards customers' purchase intention on PT. Ria Sukses Mandiri.

The writer used quantitative research design and SPSS. The sampling technique used was the purposive sampling technique. The population size was 78 customers (B2B) and the sample size was 78 customers—data analysis techniques using multiple linear regression analysis.

The results of the hypothesis test showed that product quality, price, and distribution influence customers' purchase intention either partially or simultaneously. Furthermore, product quality, price, and distribution have a 34% influence on customers' purchase intent. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, and multiple linear regression tests.

The recommendation in this study that the company can improve the durability of quality such as shatterproof when falling by utilizing good raw materials and perform pricing strategies more optimal.

**Keywords:** Product Quality, Price and Distribution, Customers Purchase Intention

References: 33 (2019-2023)

## **ABSTRAK**

**DAELYNN OTTINI TAMARA**

**03011200115**

### **FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN PELANGGAN NIAT PADA PT. RIA SUKSES MANDIRI**

(xv, 82 halaman; 7 gambar; 35 tabel; 4 lampiran)

*PT. Ria Sukses Mandiri adalah perusahaan yang bergerak di bidang produksi plastik. PT. Ria Sukses Mandiri mengalami penurunan niat beli pelanggan yang dapat dilihat dari data penjualan hal ini diduga karena kualitas produk, harga dan distribusi. Tujuan dari penelitian ini adalah untuk mengetahui apakah kualitas produk, harga dan distribusi berpengaruh parsial dan simultan terhadap niat beli pelanggan terhadap PT. Ria Sukses Mandiri.*

*Penulis menggunakan quantitative research design dan SPSS. Teknik sampling yang digunakan adalah purposive sampling. Ukuran populasi adalah 78 pelanggan (B2B) dan ukuran sampel adalah 78 pelanggan. Teknik analisis data menggunakan analisis regresi linier berganda.*

*Hasil uji hipotesis menunjukkan bahwa kualitas produk, harga dan distribusi berpengaruh terhadap niat beli pelanggan baik secara parsial maupun simultan. Selain itu, kualitas produk, harga, dan distribusi berpengaruh 34% terhadap pembelian inten oleh pelanggan. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, regresi linier berganda.*

*Rekomendasi dalam penelitian ini bahwa perusahaan dapat meningkatkan daya tahan kualitas seperti anti pecah saat terjatuh dengan memanfaatkan bahan baku yang baik dan melakukan strategi penetapan harga yang lebih optimal.*

**Kata kunci: Kualitas Produk, Harga Dan Distribusi, Niat Beli Pelanggan**

**Referensi: 33 (2019-2023)**

## **PREFACE**

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“FACTORS INFLUENCING CUSTOMERS PURCHASE INTENTION ON PT. RIA SUKSESMANDIRI”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain a Bachelor’s Degree in Economics at Universitas Pelita Harapan Medan, Business School.

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Finally, the writer acknowledges that there may still be inaccuracies and errors in this final paper. Therefore, constructive comments as well as inputs from the readers aimed at the improvement of this final paper content are welcomed and highly appreciated.

Medan, May 10, 2024

The Writer,



**DAELYNN OTTINI TAMARA**

**03011200115**