

ABSTRACT

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THE INFLUENCE OF DISTRIBUTION, PERCEIVED VALUE, AND PRODUCT INNOVATION ON PURCHASE DECISION AT PT SINAR SOSRO, MEDAN

(xv+, 95 pages; 13 figures; 58 tables; 9 appendixes)

PT Sinar Sosro, Medan experienced a decline in customer purchase decision which resulted in decreased sales caused by distribution, perceived value, and product innovation. The objective of this study are investigate whether distribution, perceived value, and product innovation have partial and simultaneous influence on purchase decision at PT Sinar Sosro, Medan.

Distribution, perceived value, and product innovation play an important role in increasing customers purchase decision can encourage increased sales by improving the products marketed in a company.

In this research, the writer used quantitative, descriptive, causal research design and IBM SPSS statistics version 26. The sampling technique used was convenient sampling. The population in the study was 129 customers and sample size was 98 customers at PT Sinar Sosro, Medan.

This research passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test and the equation is $Y = 1.986 + 0.176 X_1 + 0.342 X_2 + 0.296 X_3 + E$. The results of hypothesis test showed that distribution, perceived value, and product innovation have partial or simultaneous influence on purchase decision at PT Sinar Sosro, Medan and adjusted R square value of 50.2%.

Recommendations for PT Sinar Sosro, Medan can use Enterprise Resource Planning (ERP) business Software, the company can improve the loyalty program, and company can improve the type and taste better and does not eliminate the characteristics of sosro.

Keywords: Distribution, Perceived Value, Product Innovation, Purchase Decision

References: 32 (2020-2024)

ABSTRAK**WILBERT JANICO CHALIM****03011210054****PENGARUH DISTRIBUSI, NILAI PERSEPSI, DAN INOVASI PRODUK
TERHADAP KEPUTUSAN PEMBELIAN
DI PT SINAR SOSRO, MEDAN**

(xv+, 95 halaman; 13 gambar; 58 tabel; 9 lampiran)

PT Sinar Sosro, Medan mengalami penurunan keputusan pembelian konsumen yang mengakibatkan penurunan penjualan yang disebabkan oleh distribusi, nilai persepsi, dan inovasi produk. Tujuan penelitian ini adalah menguji pengaruh distribusi, nilai persepsi, dan inovasi produk berpengaruh parsial dan simultan terhadap keputusan pembelian di PT Sinar Sosro, Medan.

Distribusi, nilai persepsi, dan inovasi produk berperan penting dalam meningkatkan keputusan pembelian yang dapat mendorong peningkatan penjualan dengan meningkatkan produk yang dipasarkan dalam suatu perusahaan.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif, deskriptif, kausal dan IBM SPSS statistics versi 26. Teknik sampling yang digunakan adalah convenient sampling. Populasi dalam penelitian ini adalah 129 pelanggan dan sample size sebanyak 98 pelanggan di PT Sinar Sosro, Medan.

Penelitian ini lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah $Y = 1,986 + 0,176 X1 + 0,342 X2 + 0,296 X3 + E$. Hasil uji hipotesis menunjukkan bahwa distribusi, nilai persepsi, dan inovasi produk berpengaruh parsial atau simultan terhadap keputusan pembelian di PT Sinar Sosro, Medan dan nilai R square yang disesuaikan sebesar 50,2%.

Rekomendasi untuk PT Sinar Sosro, Medan dapat menggunakan Software bisnis Enterprise Resource Planning (ERP), perusahaan dapat meningkatkan program loyalitas, dan perusahaan dapat meningkatkan jenis dan rasa yang lebih baik serta tidak menghilangkan karakteristik sosro.

Kata Kunci: *Distribution, Nilai Persepsi, Inovasi Produk, Keputusan Pembelian*
Referensi: 33 (2020-2024)