

ABSTRACT

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THE EFFECT OF CUSTOMER EXPERIENCE, PRODUCT SPECIFICATION, AND COMPANY REPUTATION TOWARD PURCHASE DECISION AT PT JATI WAJA PRATAMA

By:
(xvi+79 pages; 6 figures; 21 tables; 6 appendices)

PT Jati Waja Pratama (JW) distributes Yanmar diesel engines and spare parts, serving the maritime, agriculture, industry, and power sectors. Since 2019, JW has faced declining sales as consumers increasingly compare its products to competitors', often perceiving JW's offerings as lower in quality. Customer loyalty has also waned, with fewer repeat buyers and recommendations leaning towards other brands. Factors influencing consumer purchases include customer experience, product specifications, and company reputation.

The research population that will be used in this research is all customers who purchased company product during the 2023 period, totaling 1.683 customers. Because the total population used is as much as 1.683 customers, the population will be reduced using the slovin sampling technique with a 90% confidence level and a 10% error rate which is 94 respondents. The sampling method that will be used is non-probability sampling which is the simple random sampling method where the sample will be the respondents who are met by chance or accidentally met as first respondent. Data is measured by validity and reliability test. The data is analyzed using SPSS 26.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with linear regression, multiple linear regression, and coefficient of determination test, then hypothesis test are done with F-Test and t-Test.

The study has indicated that partially and simultaneously customer experience, product specification and company reputation variable has a positive and significant effect on purchase decision at PT Jati Waja Pratama. It is recommended to enhance customer experience, product specification and company reputation to increase its purchase decision.

Keywords: Customer Experience, Product Specification, Company Reputation, Purchase Decision

ABSTRAK

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PENGARUH PENGALAMAN PELANGGAN, SPESIFIKASI PRODUK, DAN REPUTASI PERUSAHAAN TERHADAP KEPUTUSAN PEMBELIAN DI PT JATI WAJA PRATAMA

(xvi + 79 halaman; 6 gambar; 21 tabel; 6 lampiran)

PT Jati Waja Pratama (JW) merupakan distributor mesin diesel Yanmar dan suku cadangnya, yang melayani sektor maritim, pertanian, industri, dan produk energi. Sejak tahun 2019, JW mengalami penurunan penjualan, karena konsumen semakin sering membandingkan produknya dengan produk pesaing dan seringkali menganggap produk JW memiliki kualitas lebih rendah. Loyalitas pelanggan juga menurun, dengan lebih sedikit pembeli yang kembali dan rekomendasi yang lebih condong ke merek lain. Faktor-faktor yang mempengaruhi keputusan pembelian konsumen meliputi pengalaman pelanggan, spesifikasi produk, dan reputasi perusahaan.

Populasi penelitian ini adalah seluruh pelanggan yang membeli produk perusahaan pada tahun 2023, yaitu sebanyak 1.683 orang. Dari jumlah tersebut, sampel diperkecil menggunakan teknik Slovin dengan tingkat kepercayaan 90% dan margin kesalahan 10%, sehingga diperoleh 94 responden. Metode sampling yang digunakan adalah non-probabilitas dengan simple random sampling, di mana responden dipilih secara kebetulan. Data diuji validitas dan reliabilitasnya, serta dianalisis menggunakan SPSS 26.00. Model penelitian diuji dengan uji normalitas, heteroskedastisitas, multikolinearitas, dan linearitas, serta diuji regresi linear, regresi berganda, koefisien determinasi, dan hipotesis melalui uji F dan uji t.

Penelitian ini menunjukkan bahwa secara parsial dan simultan variabel pengalaman pelanggan, spesifikasi produk dan reputasi perusahaan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian di PT Jati Waja Pratama. Disarankan untuk meningkatkan pengalaman pelanggan, spesifikasi produk dan reputasi perusahaan untuk meningkatkan keputusan pembeliannya.

Kata Kunci: Pengalaman Pelanggan, Spesifikasi Produk, Reputasi Perusahaan, Keputusan Pembelian