

INTISARI

Tujuan penelitian ini untuk mengetahui pengaruh kualitas produk, persepsi harga, promosi, dan saluran distribusi terhadap keputusan pembelian konsumen remaja es krim Wall's di Kota Yogyakarta. Metode pengambilan sampel pada penelitian ini yaitu purposive sampling. Penelitian ini menggunakan Analisis Regresi Linear Berganda, menggunakan sampel sebanyak 100 sampel. Berdasarkan hasil penelitian ini menunjukkan (1) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian es krim Wall's di Kota Yogyakarta. (2) Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian es krim Wall's di Kota Yogyakarta. (3) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian es krim Wall's di Kota Yogyakarta. (4) Saluran distribusi berpengaruh positif dan signifikan terhadap keputusan pembelian es krim Wall's di Kota Yogyakarta.

Kata kunci : Kualitas produk, Persepsi harga, Saluran distribusi, Promosi, Keputusan pembelian

ABSTRACT

The purpose of this research is to know the influence of product quality, price perception, promotion, and distribution channel to purchase decision of Wall's ice cream teenager consumer in Yogyakarta City. The sampling method in this study is purposive sampling. This research uses Multiple Linear Regression Analysis, using sample of 100 samples. Based on the results of this study showed (1) The quality of the product has a positive and significant effect on purchasing decisions of Wall's ice cream teenager consumer in Yogyakarta City. (2) Price perception has no positive and significant effect on purchasing decisions of Wall's ice cream teenager consumer in Yogyakarta City. (3) Promotion has positive and significant effect on purchase decision of Wall's ice cream teenager consumer in Yogyakarta City. (4) Distribution channel has a positive and significant effect on purchasing decision of Wall's ice cream.

Keywords: Product quality, Price perception, Distribution channel, Promotion, Purchase decision