

ABSTRAK

Frangky Rengkung. Judul Skripsi Pengaruh Bauran Produk dan Bauran Harga Terhadap Keputusan Pembelian Motor Suzuki Pada Sinar Galesong Pratama Kota Gorontalo. di bawah bimbingan Prof. Dr. Yulianto Kadji, M.Si dan Idris Yanto Niode, S.Pd., M.Si.

Tujuan penelitian ini adalah: mengidentifikasi pengaruh bauran produk dan bauran harga terhadap keputusan pembelian motor suzuki pada sinar galesong pratama kota gorontalo. Penelitian ini dilakukan 2 bulan yaitu mei sampai juni 2012. Metode pengambilan sampel dilakukan secara *accidental sampling dan convenience sampling*. Untuk penarikan sampel konsumen pemakai motor Suzuki di Kota Gorontalo. Hasil pengujian Instrumen validitas menunjukkan $r_{hitung} > r_{tabel}$ artinya valid dan reliabilitas berada diatas 0,6 artinya reliabel. Adapun hasil penelitian menunjukkan analisis regresi berganda yaitu, $Y = a + \beta_1 X_1 + \beta_2 X_2 = 4,368 + 0,281X_1 + 0,212X_2$. Hasil uji t menunjukkan variabel bauran produk dan bauran harga berpengaruh positif terhadap keputusan pembelian. Hasil uji F menunjukkan bahwa variabel bebas secara bersama-sama berpengaruh positif terhadap keputusan pembelian motor suzuki pada sinar galesong pratama, dimana nilai $P_{value} 0,000 < 0,05$. Koefisien determinasi (R^2) menunjukkan besarnya kontribusi 0,672 atau 67,2% dari bauran produk dan bauran harga terhadap keputusan pembelian, sedangkan sisanya yaitu 32,8% berupa kontribusi dari faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Bauran Produk, Bauran Harga, Keputusan Pembelian, Konsumen.

ABSTRACT

Frangky Rengkung. 2012. *“The Effect of product and price mixture toward purchasing decision of Suzuki motorcycle at Sinar Galesong Pratama, Gorontalo City.”* Supervisor: Prof. Dr. Yulianto Kadji, M.Si; Co-supervisor: Idris Yanto Niode, S.Pd, M.Si.

The study aims to identify the effect of product and price mixture toward purchasing decision of Suzuki motorcycle at Sinar Galesong Pratama, Gorontalo City. The study was conducted over two months, from May to June 2012. Method of taking sample is accidental and convenience sampling. The sample is people who used Suzuki motorcycle at Gorontalo City. The test result of validity instrument shows $r_{count} > r_{table}$ means that validity and reliability is above to 0,6 means reliable. The result of the study shows multiple regression analysis $Y = a + \beta_1 X_1 + \beta_2 X_2 = 4,368 + 0,281 X_1 + 0,212 X_2$. The result of t test shows product and price mixture variable effects positively toward purchasing decision. The result of F test shows that independent variables effects positively toward purchasing decision of Suzuki motorcycle at Sinar Galesong Pratama where is the $P_{value} 0,000 < 0,05$. The coefficient of determination (R^2) obtained 0,672 or 67,2% of purchase decision was caused by a mixture variable of product and price mixture while the remaining 32,8% is influenced by the other variable which is not discussed in this study.

Keywords: *product mixture, price mixture, purchase decision, consumer*

