

ABSTRAK

Nur Djumatullaily S. Kadir. NIM 931 410 165. 2014. *Pengaruh Marketing Mix Terhadap Keputusan Pembelian Sepeda Motor Yamaha Mio (Studi Kasus Pada PT. Hasjrat Abadi Divisi Yamaha Cabang Gorontalo)*. Skripsi. Program Studi Sarjana Manajemen, Jurusan Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Negeri Gorontalo. Dr. H. Rosman Ilato, M.Si. selaku Pembimbing I dan Idris Yanto Niode, S.Pd, M.Si selaku Pembimbing II.

Penelitian ini bertujuan untuk menguji pengaruh marketing mix terhadap keputusan pembelian sepeda motor Yamaha Mio pada PT. Hasjrat Abadi Divisi Yamaha Cabang Gorontalo. Tehnik pengumpulan data dalam penelitian ini melalui dokumentasi, wawancara dan kuisioner. Penelitian ini menggunakan empat variabel yaitu variabel bebas (independen) yang terdiri dari Product (X_1), Price (X_2), Promotion (X_3), Place (X_4) dan variabel terikatnya (dependen) adalah Keputusan Pembelian (Y). Data dianalisis dengan menggunakan regresi linear berganda.

Adapun hasil penelitian menunjukkan analisis regresi berganda yaitu, $Y = a + \beta_1 X_1 - \beta_2 X_2 - \beta_3 X_3 + \beta_4 X_4 + e$. $Y = 11.260 + 0.693 X_1 - 2.276 X_2 - 0.517 X_3 + 5.613 X_4 + 0.05$. Hasil uji t menunjukkan bahwa untuk variabel bauran produk/ product (X_1) berpengaruh positif signifikan terhadap keputusan pembelian. Variabel bauran harga/ price (X_2) berpengaruh negatif signifikan terhadap keputusan pembelian. Variabel bauran promosi/ promotion (X_3) berpengaruh negatif tidak signifikan terhadap keputusan pembelian. Variabel bauran tempat distribusi/ place (X_4) berpengaruh positif signifikan terhadap keputusan pembelian. Hasil uji F menunjukkan bahwa variabel bebas secara bersama-sama berpengaruh positif signifikan terhadap keputusan pembelian sepeda motor Yamaha Mio pada PT. Hasjrat Abadi Divisi Yamaha Cab. Gorontalo, dimana nilai $F_{hitung} > F_{tabel} = 63.888 > 2.51$. Koefisien determinasi (R^2) menunjukkan besarnya kontribusi 0.797 atau 79.7% keputusan pembelian dipengaruhi oleh marketing mix yang terdiri dari bauran produk, harga, promosi dan distribusi, sedangkan sisanya yaitu 20.3% berupa kontribusi dari faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: **Bauran Produk, Bauran Harga, Bauran Promosi, Bauran Tempat Distribusi, Keputusan Pembelian**

ABSTRACT

Nur Djumatullaily S. Kadir. Student ID. 931 410 165. 2014. *The Effect of Mix Marketing toward Purchasing Decision of Motorcycle Brand Yamaha Mio (A Case Study at PT. Hasjrat Abadi Divisi Yamaha, Branch of Gorontalo)*. Skripsi. Study Program of Bachelor of Management, Department of Management, Faculty of Economics and Business, Universitas Negeri Gorontalo. It was supervised by Dr. H. Rosman Ilato, M.Si as the principal supervisor and Idris Yanto Niode, S.Pd., M.Si as the co-supervisor.

The research aimed at testing the effect of mix marketing toward purchasing decision of motorcycle brand Yamaha at PT. Hasjrat Abadi Divisi Yamaha, Branch of Gorontalo. Techniques of data collection were documentation, interview, and questionnaire. The research used four independent variables consisted of Product (X_1), Price (X_2), Promotion (X_3), and Place (X_4) and one dependent variable that was purchasing decision (Y). The data were analyzed by using multiple linear regression.

The result of multiple regression analysis was $Y = a + \beta_1 X_1 - \beta_2 X_2 - \beta_3 X_3 + \beta_4 X_4 + e$. $Y = 11.260 + 0.693 X_1 - 2.276 X_2 - 0.517 X_3 + 5.613 X_4 + 0.05$. Regarding to t test result, product mix/product variable (X_1) had positive and significant effect toward the purchasing decision, price mix/price variable (X_2) had negative but significant effect toward purchasing decision, promotion mix/promotion variable (X_3) had negative and insignificant effect toward purchasing decision, and distribution place mix/place variable had positive and significant effect toward purchasing decision of motorcycle brand Yamaha Mio at PT. Hasjrat Abadi Divisi Yamaha, Branch of Gorontalo. The result of F test showed $F_{count} > F_{table} = 63.888 > 2.51$ means that Independent variable simultaneously had positive and significantly toward purchasing decision of motorcycle brand Yamaha Mio at PT. Hasjrat Abadi Divisi Yamaha, Branch of Gorontalo. Determination coefficient (R^2) showed that the contribution purchasing decision as 0.797 or 79.7% was influenced by mix marketing; product, price, promotion and distribution place mix, while the rest as 20.3% was contribution from other factors which were not observed in this research.

Keywords: **Product, Price, Promotion and Distribution Place Mix**

