

## INTISARI

Penelitian ini bertujuan untuk menganalisis produk, harga, promosi dan distribusi terhadap keputusan pembelian produk smartphone Sony Xperia di DIY. Jumlah responden 100, obyek dalam penelitian ini adalah smartphone Sony Xperia. Alat analisis menggunakan uji determinasi, uji F, uji t, dan Regresi Linier Berganda.

Berdasarkan analisis yang telah dilakukan, diperoleh hasil bahwa bauran pemasaran 4p (produk, harga, promosi, dan distribusi) secara simultan mempunyai pengaruh signifikan terhadap keputusan pembelian produk smartphone merek Sony Xperia di DIY. Produk secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian smartphone Sony Xperia, harga secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian smartphone Sony Xperia, promosi secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian smartphone Sony Xperia, distribusi secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian smartphone merek Sony Xperia. Produk paling dominan mempengaruhi keputusan pembelian smartphone merek Sony Xperia.

Kata kunci: produk, harga, promosi, distribusi dan keputusan pembelian smartphone Sony Xperia

## ABSTRACT

*This study aims to analyze product ,price , promotions , and distribution to Sony Xperia smartphone purchasing decisions in DIY . Number of respondents 100 , the object of this research is the Sony Xperia smartphones . Analysis tools using determination test , F test , t test , and Multiple Linear Regression.*

*Based on the analysis conducted , the results showed that marketing mix 4p(product, price, promotion, and distribution) simultaneously have a significant influence on purchasing decisions Sony Xperia smartphone brand in DIY. Partial product has significant influence on purchasing decisions Sony Xperia smartphone , price is partially have a significant influence on purchasing decisions Sony Xperia smartphone , is partially promotion has a significant influence on purchasing decisions Sony Xperia smartphone , distribution has partially significant influence on purchasing decisions Sony Xperia smartphone brand . The most product influence purchasing decisions Sony Xperia smartphone brand.*

*Keywords : Product, price , promotion , distribution, purchasing decisions Sony Xperia smartphones*