

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, citra merek, harga, promosi dan distribusi terhadap keputusan pembelian pada pengguna laptop merek Asus di Kota Yogyakarta. Dalam penelitian ini sampel berjumlah 150 responden yang dipilih dengan menggunakan metode *purposive sampling*. Alat analisis yang digunakan adalah program SPSS versi 22.

Berdasarkan analisis hasil pengujian regresi berganda yang telah dilakukan diperoleh bahwa kualitas produk, citra merek, harga, promosi dan distribusi berpengaruh secara simultan terhadap keputusan pembelian. Sedangkan pengujian secara parsial hanya variabel promosi yang berpengaruh secara signifikan terhadap keputusan pembelian. Variabel lainnya seperti kualitas produk, citra merek, harga dan distribusi tidak berpengaruh terhadap keputusan pembelian.

Kata kunci: keputusan pembelian, kualitas produk, citra merek, harga, promosi, distribusi

ABSTRACT

This study aims to analyze the influence of product quality, brand image, price, promotion and distribution on purchase decision of Asus's brand laptop user in Yogyakarta City. In this study, sample of 150 respondents were selected by using purposive sampling method. The analytical tool used in this study is SPSS program version 22.

Based on analysis of multiple regression test result that have been made are quality of product, brand image, price, promotion and distribution have simultaneously significant influence to purchase decision. While the test on partially, only promotion variable that has significantly influence to purchase decision. The other variable such as product quality, brand image, price and distribution have no influence to purchase decision.

Keywords: purchase decision, product quality, brand image, price promotion, distribution