

**1. JUDUL : PENGARUH HARGA DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN TOYOTA KIJANG
(STUDI KASUS PADA PT. NASMOCO KALIGAWA
SEMARANG)**

2. NAMA : ENDANG WIJAYANTI

3. ABSTRACT

Recent technology has experienced a fast growth following human civilization improvement. Such phenomenon leads to higher level of competitiveness. Competition requires firms and enterprises to create value added qualities. One effect these technological shifts goes to automotive industries, including, PT. Nasmoco Kaligawe Semarang. The firm has made efforts to market its products by using a marketing mix technique, in which product, price, promotional, and distributional strategies are involved. The importance of price and quality effects on purchase decision in buying automotive products cause PT. Nasmoco Kaligawe Semarang to seek and gather as many information as possible about customers.

According to development of the market place, more customers favor Toyota Kijang as their first option. However, there are still obstacles in purchase decision, such as uncertainty of the customers before they make final decision in buying this brand. Factors that cause such uncertainty vary from irrelevant pricing from the seller to unmatched product quality with the price.

This research applies an explanatory method explaining the relationship between studied variables. Samples collected by purposive random sampling, whereas data are obtained from observation, questioner, and literary study.

Result obtained from SPSS data process show a regression of $Y = 13,017 - 0,425 X_1 + 0,170 X_2$ and a positive and significant effect of price and product quality on purchase decision of Toyota Kijang. The effects take place simultaneously.

From the research it can be concluded that both price and product quality do affect the purchase decision of the vehicles in study. In order to draw interest of more customers, PT. Nasmoco Kaligawe Semarang can make available such facilities as discounted price and/or bonuses so that the customers find it more varied, attractive and higher quality. One thing the firm should remember is that it is supposed to organize market research to identify the customers, interest, intention, and needs. These efforts are believed to generate the customers satisfaction. In addition, substantial development of the products should be one of supreme priorities.

Keyword : Price, quality of the product, purchase decision.

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Approved by the 1 Supervisor

(Dra. Hj. Winarti)