

a. **ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI**

**KEPUTUSAN PEMBELIAN KASET (STUDI KASUS : KONSUMEN
PADA TOKO KASET BULLETIN CITRALAND MALL SEMARANG)**

b. Hera Ristiani

c. Abstraksi

Product, price and promotion are considered as important elements in influencing the purchase's decision. The purpose of research is to identify the influence of product, price, and promotion to the cassettes purchase's decision by the consumers of Bulletin cassetes store at Citraland Mall Semarang.

The type of research is explanatory research. The number of respondents is 100 persons selected by using accidental sampling. The analysis technique is simple and double linier regression, whereas to examine the hypothesis used t test and F test.

The result shows that the hypothesis is accepted. There is positive influence between the product and the purchase's decision of 0.322, price and the purchase's decision of 0.148, promotion and purchase's decision of 0.204. The result of F test is F-count of 15.455 > F-table of 2.70 with the significance of 5% (0.05) shows that Ha accepted and Ho denied so the hypothesis is proven, which is the influence of product, price, and promotion to purchase's decision run simultaneously.

The conclusion based on the research result is the purchase's influenced by the fine product, cheap price, and an interesting promotion. The given recommendation based on the research are Bulletin cassettes store at Citraland Mall Semarang to maintain the completion of product, to maintain the price making properly, to maintain and to enhance the promotion activity on the media.