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.