

**PENGARUH KUALITAS PRODUK, HARGA DAN IKLAN TERHADAP
KEPUTUSAN PEMBELIAN TEH BOTOL SOSRO (STUDI KASUS WILAYAH
KECAMATAN PURWODADI KABUPATEN GROBOGAN)**

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Abstraksi

The product quality, price, and advertisement are factors have influenced to buying decision. The high buying decision will help a company to obtain benefit, otherwise if buying decision is low, it can lose out company. Therefore, buying decision need to regard product quality, price, and advertisement. The problem faced is fluctuation the number of Sosro packaged tea selling in Purwodadi Sub district. The condition arise research question "Is There Influence Between Product Quality, Price, and Advertisement to Sosro Packaged Tea Buying Decision."

The purpose of this research is to know how much influence of product quality, price, and advertisement to buying decision either partially or simultaneously. The kind of research used is explanatory research while the method of research use cluster sampling, to determine sample of 100 from 123072 people. Data collection is obtained through questioner, interview, observation, and library research. To analyze data use descriptive statistic analysis and inferential analysis. Especially to inferential statistic analysis is used multiple regression analysis by SPSS program For Windows.

Based on analysis the influence of product quality, price, and advertisement partially to buying decision, the result obtained to product quality variable is $t \text{ count} > t \text{ table}$, namely $2,040 > 1,6607$. To price variable is $t \text{ count} > t \text{ table}$, namely $2,052 > 1,6607$. To advertisement variable is $4,440 > 1,6607$. Meanwhile to know there is influence of product quality, price, and advertisement simultaneously to buying decision or not, use Test F, the result $F \text{ count} > F \text{ table}$ is $31,120 > 3,9402$. The conclusion is of product quality, price, and advertisement have influence significantly to buying decision.

The suggestion given by researcher is company need to give more attention at quality variable particularly package used, the package has to be designed more interesting by giving a various color, so that it can attract consumer at buying decision and consider reached product price, namely appropriateness price with condition of economy consumer, and advertisement has to explain about price and quality and presentation, consumer evaluate the presentation in the morning is not proper because the consumer is busy with other activity (school preparation, work, etc) so that consumer is not interesting with presentation of television. The presentation in the morning can be replaced or shifted to focus at presentation in the afternoon or evening.

The key word: Product Quality, Price, Advertisement and Buying Decision.

Pendahuluan

Kualitas merupakan faktor yang terdapat dalam suatu produk yang menyebabkan produk tersebut bernilai sesuai dengan maksud untuk apa produk itu diproduksi. Kualitas ditentukan oleh sekumpulan kegunaan dan fungsinya, termasuk di dalamnya daya tahan, ketergantungan dengan produk lain, eksklusifitas, kenyamanan wujud (warna, bentuk pembungkus dsb) dan harga yang ditentukan oleh biaya produk. (T Hani Handoko, 1987 : 49).

Adapun faktor yang dijadikan bahan kajian dalam penelitian ini adalah produk minuman Teh Botol Sosro. Dengan pertimbangan bahwa produk minuman ini sudah terkenal dan praktis. Produsen Teh Botol Sosro gencar melakukan promosi terutama melalui periklanan baik lewat media televisi, radio, majalah dsb. Hal ini sangat membantu bagi pemasaran produk tersebut yang bertujuan untuk menarik minat konsumen dalam membeli produk tersebut. Konsumen memutuskan membeli Teh Botol Sosro tersebut apabila produk yang ditawarkan sebanding dengan mutu, nilai dari produk tersebut serta sesuai dengan nilai financial konsumen.

Penelitian ini meneliti faktor yang dipertimbangkan konsumen dalam memutuskan untuk membeli atau mengonsumsi Teh Botol Sosro. Selain itu penelitian ini bermaksud untuk melihat lebih jauh faktor kualitas produk, harga dan iklan dalam mempengaruhi pertimbangan konsumen membeli dengan studi kasus pada konsumen untuk wilayah Kecamatan Purwodadi Kabupaten Grobogan

Penjualan Teh Botol Sosro pada tahun 2004 pencapaian target hanya 95 persen, hal ini terjadi karena harga mengalami kenaikan cukup tinggi sebesar 21 persen dari Rp. 18.000, menjadi Rp. 21.800 dan permintaan volume penjualan mengalami penurunan dari