

PENGARUH PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN READY TO DRINK CARBONATE SOFT DRINK MEREK TEBS PRODUKSI PT SINAR SOSRO SEMARANG

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ABSTRACT

Business competition is increasing time after time. The soft drink's producers compete to get consumer's attention in many efforts in order to give maximum satisfaction to consumers. Those companies produced soft drink have consumer's orientation by using concept of marketing: needs, wants, and expectations of consumer. The company tries to obtain it in order to receive good image from consumers so that the company will not lose its consumers.

This research aims to knowledge the influence of product and prize to purchases decision of Ready to Drink Carbonate Soft Drink of Tebs Produced by PT Sinar Sosro Semarang. Type of this research is causal research which is conclusive research for determining causal relation of a phenomenon. The method of collecting data is by taking 410 populations and samples from people who are easy to be found or people who are there in the right time and place. The instruments of collecting data are interviewing and questioning with samples of 80 respondents.

From the analysis of regression, it results an equation: $Y = 0,614 + 0,265 X_1 + 0,329 X_2$. The regression equation can be interpreted that product and prize have positive influence to purchases decision. It means that the higher the level of each free variables which are product and prize, is made, the higher the purchases decision will be. It can be seen from the coeficient regression test that the amount of Adjusted R Square is 25,9 %. It means that the variables of product and prize can explain the purchases decision as much 25,9 %. Whereas the rest or 74,1% variations happened in variable of purchases decision, are due to the influence of another free variable outside of the variables of product and prize.

From this research, it can be concluded that based on the statistical test, the variables of product and prize partially or simultaneously influence in positive way and are important to purchases decision of Ready to Drink Carbonate Soft Drink of Tebs Produced by PT Sinar Sosro Semarang. Based on this research, PT Sinar Sosro is expected to produce Tebs's products with alternative tastes and to give appropriate prizes in accordance with its product's quality.

Key word : product, prize, the purchases decision