

## ABSTRAK

Keputusan pembelian adalah sebuah kegiatan yang dilakukan oleh konsumen untuk membeli serta mengkonsumsi suatu produk atau jasa dalam rangka untuk memenuhi kebutuhan dan keinginannya. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Produk, Harga, Lokasi, dan Promosi terhadap Keputusan Pembelian.

Populasi yang digunakan dalam penelitian ini yaitu pelanggan Hi Coffee Surabaya. Teknik pengambilan sampel yang digunakan yakni *non probability sampling non probability sampling* yang sampelnya ditentukan menggunakan *accidental sampling* dengan jumlah sampel yang digunakan sebanyak 100 orang responden. Sedangkan teknik analisis yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa Produk berpengaruh positif dan signifikan terhadap keputusan pembelian karena dengan kualitas produk yang baik maka konsumen akan merasa puas ketika mengkonsumsi produk tersebut. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian karena, penentuan harga yang tepat sesuai dengan kualitas maupun kuantitas produk yang didapatkan maka akan meningkatkan peluang keputusan pembelian oleh konsumen. Lokasi berpengaruh positif dan signifikan karena dengan penentuan tempat yang baik dan strategis akan meningkatkan peluang keputusan pembelian konsumen. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian yakni apabila jangkauan promosi yang dilakukan cukup luas serta kualitas promosi yang baik, maka keputusan pembelian dapat lebih cepat terjadi. Dengan demikian diharapkan Hi Coffee dapat mempertahankan serta meningkatkan setiap strategi penetapan produk, harga, lokasi, dan promosi karena hal tersebut memberikan pengaruh terhadap keputusan konsumen untuk melakukan keputusan pembelian.

**Kata kunci:** produk, harga, lokasi, promosi, keputusan pembelian

## ABSTRACT

Buying decision is a consumer's activity in buying and consume some product or service in order to fill their needs and wants. Therefore, this research aimed to find out how big the effect of product, price, location, and promotion on buying decision.

The population was some customers of Hi Coffee, Surabaya. While, the data collection technique used non-probability sampling, in which the sample was accidentally chosen. In line with, there were 100 respondents as sample. Moreover, the data analysis technique used multiple linear regression.

The research result concluded product had positive and significant effect on buying decision. it happend as consumers would be satisfied with good quality product. Likewise, price had positive and significant effect on buying decision. This meant, as the product had suitable price with is quality and quantity, more consumers would have bigger buying decision. Furthermore, location had positive and significant effect on buying decision. In other words, consumer's buying desicion would be increased with a better and strategic location. Additionally, promotion had positive and significant effect on buying. In other words, the wider the promotion's area with better its quality, the quicker buying decision would be made. In brief, Hi Coffee was expected to maintain and incfreeze every strategy of product, price, location, and promotion since they affected consumers to have its buying decision.

**Keywords:** Product, Price, Location, Promotion, Buying Decision

## ABSTRACT

Buying decision is a consumer's activity in buying and consume some products or services in order to fill their needs and wants. Therefore, this research aimed to find out how big the effect of product, price, location and promotion on buying decision.

The population was some customers of Hi Coffee, Surabaya. While, the data collection technique used non-probability sampling, in which the sample was accidentally chosen. In line with, there were 100 respondents as sample. Moreover, the data analysis technique used multiple linear regression.

The research result concluded product had positive and significant effect on buying decision. It happened as consumers would be satisfied with good quality product. Likewise, price had positive and significant effect on buying decision. This meant, as the product had suitable price with its quality and quantity, more consumers would have bigger buying decision. Furthermore, location had positive and significant effect on buying decision. In other words, consumer's buying decision would be increased with a better and strategic location. Additionally, promotion had positive and significant effect on buying decision. In other words, the wider the promotion's area with better its quality, the quicker buying decision would be made. In brief, Hi Coffee was expected to maintain and increase every strategy of product, price, location, and promotion since they affected consumers to have its buying decision.

**Keywords:** Product, Price, Location, Promotion, Buying Decision

I certify that this translation is true and accurate, prepared by a professional translator. This translation was provided on this day

30/10/2019

M. Faisal, S.Pd., M.Pd.

STIESIA Language Center  
Menur Pumpungan 30 Surabaya 60118, Indonesia