

## INTISARI

Industri Minuman Energi telah mengalami perkembangan yang sangat pesat di Indonesia. Hal ini mendorong produsen minuman berenergi dalam maupun luar negeri berlomba-lomba untuk memasuki pasar Indonesia, termasuk PT Sido Muncul melalui produknya KukuBima Ener-G. keputusan pembelian minuman berenergi KukuBima Ener-G dapat dipengaruhi oleh produk, harga, saluran distribusi, dan periklanan.

Penelitian ini bertujuan untuk mengetahui pengaruh produk, harga, saluran distribusi, dan periklanan terhadap keputusan pembelian KukuBima Ener-G di Mahasiswa STIESIA Surabaya. Teknik yang digunakan adalah non random sampling. Data penelitian diambil berdasarkan kuesioner yang diisi oleh responden berjumlah 100 orang. Sedangkan teknik analisis yang digunakan adalah analisis regresi linier berganda.

Dari hasil uji t diketahui bahwa tingkat signifikan variabel produk, harga, saluran distribusi, dan periklanan secara keseluruhan dibawah 0,05, sehingga secara parsial variabel bebas memiliki pengaruh signifikan terhadap variabel terikat yaitu keputusan pembelian.

Kata Kunci : Produk, Harga, Saluran Distribusi, Periklanan, dan Keputusan Pembelian.

## ABSTRACT

The industry of energy drink has developed rapidly in Indonesia. It encourages the producer of energy drink either local or international to compete to penetrate to the Indonesia market, including PT. Sido Muncul through their product Kuku Bima Ener-G. The purchasing decision of energy drink of Kuku Bima Ener-G can be influenced by product, price, distribution channel, and advertisement.

This research is meant to find out the influence of product, price, distribution channel and advertisement to the purchasing decision of Kuku Bima Ener-G on all students of STIESIA Surabaya. The technique uses non random sampling. The research data has been collected based on questionnaires which have been filled in by the respondents as many as 100 people. Meanwhile, the analysis technique has been done by using multiple linear regressions analysis.

It has been found from the result of t test that the significance level of product, price, and distribution channel and advertisement variables to the purchasing decision of Kuku Bima Ener-G on students of STIESIA is less than 0.05, so that partially the independent variable has significant influence to the dependent variable i.e. purchasing decision.

**Keywords:** product, price, distribution channel and advertisement and purchasing decision.