

# **ANALISIS KEPUTUSAN PEMBELIAN PADA KONSUMEN PRODUK GULA MADUKISMO DI TOKO PROGO YOGYAKARTA**

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## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh variabel produk, harga, promosi, tempat, motivasi dan persepsi terhadap keputusan pembelian produk Gula Madukismo dan untuk mengetahui penentu utama dalam pengaruh variabel produk, harga, promosi, tempat, motivasi dan persepsi terhadap keputusan pembelian produk Gula Madukismo. Penelitian ini menggunakan metode dasar deskriptif. Metode pelaksanaan menggunakan metode studi kasus. Metode penentuan responden menggunakan *sampling insidental*. Teknik pengumpulan data menggunakan kuisioner dan wawancara. Teknik analisis yang digunakan yaitu dengan regresi linier berganda. Hasil penelitian menunjukkan variabel produk, harga, tempat, motivasi dan persepsi memiliki pengaruh terhadap keputusan pembelian produk Gula Madukismo dan promosi tidak memiliki pengaruh terhadap keputusan pembelian produk Gula Madukismo. Penentu utama dalam pengaruh keputusan pembelian produk Gula Madukismo yaitu variabel motivasi.

**Kata Kunci :** Keputusan Pembelian, Produk, Harga, Promosi, Tempat, Motivasi, Persepsi

**AN ANALYSIS OF PURCHASE DECISION TOWARD THE  
CONSUMERS OF MADUKISMO SUGAR AT PROGO  
DEPARTMENT STORE YOGYAKARTA**

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***ABSTRACT***

*This study is aimed at investigating the influence of product, price, promotion, place, motivation, and perception variables on purchase decision-making of Madukismo Sugar Consumers at Progo, and identifying the main determinant of the influence of product, price, promotion, place, motivation, and perception variables on purchase decision-making of Madukismo Sugar Consumers at Progo. This research was descriptive research. The method used in conducting this research was case study method. Besides, the method applied to determinate the respondents was incidental sampling. The data were collected by means of questionnaires and interviews. The technique of data analysis was multiple linear regression. The results of this study show that product, price, promotion, place, motivation, and perception variables influence the customers decision to purchase Madukismo Sugar and promotion variable does not influence the customers decision to purchase Madukismo Sugar. Furthermore, the main determinant influencing the customers decision to purchase Madukismo Sugar is motivation variable.*

***Keyword : Purchase Decision, Product, Price, Promotion, Place, Motivation, Perception***