

Pengaruh produk, harga, promosi, dan tempat terhadap keputusan pembelian Henny Rahmadayanti¹, Pamasang S. Siburian², Asnawati³

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Abstrak

Penelitian ini bertujuan untuk menganalisis tentang pengaruh produk, harga, promosi, dan distribusi produk terhadap keputusan anggota rumah nutrisi herbalife wellness club samarinda seberang. Penelitian ini merupakan penelitian eksplanatory (explanatory research) yaitu penelitian untuk mengetahui dan menjelaskan pengaruh antar variabel yang bertujuan untuk menguji suatu teori atau hipotesis, alat analisis menggunakan analisis regresi berganda, dan uji hipotesis dengan bantuan SPSS. Sampel dalam penelitian ini diambil menggunakan metode sensus yakni sebanyak 74 sesuai jumlah populasi, yaitu para anggota rumah nutrisi herbalife wellness club samarinda seberang, dan kemudian diminta untuk memberi respon kuesioner dan dilengkapi dengan wawancara. Hasil menunjukkan bahwa produk, harga, promosi, dan distribusi produk terhadap keputusan anggota rumah nutrisi herbalife wellness club samarinda seberang berpengaruh positif dan signifikan terhadap keputusan anggota rumah nutrisi herbalife wellness club samarinda seberang.

Kata Kunci: Produk; harga; promosi; distribusi produk; keputusan pembelian

The effect of product, price, promotion, and place on the purchase decision

Abstract

This study aims to analyze the effect of product, price, promotion, and distribution of products to the decision of members of the home herbalife wellness club samarinda opposite herbalife. This research is explanatory research (explanatory research) that is research to know and explain influence between variables that aims to test a theory or hypothesis, analysis tool using multiple regression analysis, and hypothesis test with SPSS aid. The sample in this study was taken using census method that is as much as 74 according to the number of population, ie members of home herbalife wellness club samarinda herbalife opposite, and then asked to give response questionnaire and completed with interview. The results show that product, price, promotion, and distribution of the product to the decision of herbalife members of the wellness club welcomes the club. The effect is positive and significant on the decision of the herbalife members of the wellness club in the opposite direction.

Keywords: Product; price; promotion; product distribution; purchase decision