ABSTRAK

ANALISIS PENGARUH KUALITAS PRODUK, HARGA, PROMOSI, DAN DISTRIBUSI TERHADAP KEPUTUSAN PEMBELIAN SEPATU SPECS (Studi Pada Mahasiswa UKM Olah Raga Dan Mahasiswa Fakultas Teknik Universitas Muhammadiyah Semarang). Penelitian ini menggunakan metode eksperimen yang jenisnya kuantitatif dan kualitatif. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, promosi dan distribusi terhadap keputusan pembelian sepatu SPECS di Universitas Muhammadiyah Semarang.

Sampel dalam penelitian ini adalah mahasiswa anggota Unit Kegiatan Mahasiswa olah raga dan Fakultas Teknik Universitas Muhammadiyah Semarang, penentuan ukuran sampel dalam penelitian ini menggunakan rumus Slovin, dengan ukuran sampel sebanyak 71 responden dengan teknik pengambilan sampel menggunakan metode *purposive sampling*.

Untuk analisis data menggunakan uji regresi linier berganda, uji validitas dan reliabilitas, uji asumsi klasik, dan uji hipotesis. Hasil Uji Regresi Linier Berganda diperoleh hasil persamaan model regresi $Y = 5872 + 0{,}427 X1 + 0{,}350 X2 + 0{,}308 X3 + 0{,}127 X4 + 3.005$. Hasil penelitian ini menunjukkan, kualitas produk, harga, promosi, dan distribusi berpengaruh positif dan signifikan terhadap keputusan pembelian sepatu SPECS pada Mahasiswa Universitas Muhammadiyah Semarang.

Kata Kunci : Kualitas Produk, Harga, Promosi, Keputusan Pembelian.

ABSTRACT

ANALYSIS OF EFFECT OF QUALITY PRODUCTS, PRICE, PROMOTION, AND DISTRIBUTION ON DECISIONS OF PURCHASING SPECS SHOES (Study On Student Activity Unit Of Sport Member And Students Faculty of Engineering Muhammadiyah University of Semarang). This research uses experimental methods that are quantitative and qualitative. This study aims to determine the effect of product quality, price, promotion and distribution of purchasing decisions SPECS shoes at the Muhammadiyah University of Semarang.

The sample in this research is student of student activity unit of sport member and Faculty of Engineering Muhammadiyah University of Semarang, determination of sample size in this research using Slovin formula, with sample size of 71 respondents with sampling technique using purposive sampling method.

For data analysis using multiple linear regression test, validity and reliability test, classical assumption test, and hypothesis test. Multiple Linear Regression Test Result obtained by equation of regression model $Y = 5872 + 0,427 X1 + 0,350 X2 + 0,308 X3 + 0,127 X4 + 3,005$. The results of this study show, product quality, price, promotion, and distribution have a positive and significant effect on the purchasing decision of SPECS shoes On students of Muhammadiyah University of Semarang.

Keywords: Product Quality, Price, Promotion, Purchase Decision.