

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu *Segmenting*, *Targeting*, dan *Positioning* terhadap Keputusan Pembelian. Hipotesis dalam penelitian ini *Segmenting*, *Targeting*, dan *Positioning* berpengaruh terhadap Keputusan Pembelian secara parsial. Objek penelitian ini adalah pelanggan Café Dulur Dewe Jember yang memiliki jumlah populasi 100 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa *Segmenting*, *Targeting*, dan *Positioning* berpengaruh terhadap Keputusan Pembelian.

Kata kunci: *Segmenting*, *Targeting*, dan *Positioning*, Keputusan Pembelian



ABSTRACT

This study aims to determine the effect of three variables, namely Segmenting, Targeting, and Positioning on Decision Buying. The hypothesis in this study is that Segmenting, Targeting, and Positioning influence the Decision Buying partially. The object of this research is the customer of Dulur Dewe Jember Café which has a population of 100 respondents using purposive sampling technique. Data collection techniques used observation, interviews and questionnaires. The analysis used included the validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (t test, coefficient of determination). The results showed that Segmenting, Targeting, and Positioning had an effect on Decision Buying.

Keywords: *Segmenting, Targeting, and Positioning, Decision Buying*

