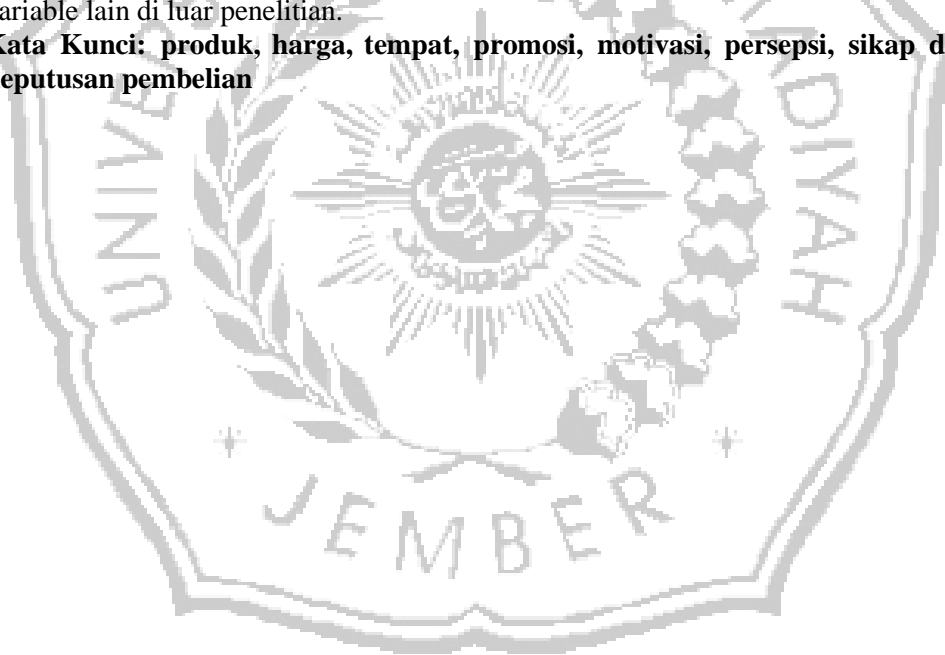


ABSTRAK

Perumusan masalah dalam penelitian ini adalah bagaimana pengaruh produk, harga, tempat, promosi, motivasi, persepsi, dan sikap terhadap keputusan pembelian Rumah Makan Stasiun Tanggul Jember. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh produk, harga, tempat, promosi, motivasi, persepsi, dan sikap terhadap keputusan pembelian secara parsial. Teori yang dipakai pada penelitian ini adalah teori manajemen pemasaran, bauran pemasaran, factor psikologis dan keputusan pembelian. Penelitian dilakukan pada konsumen Rumah Makan Stasiun Tanggul Jember. Jenis penelitian deskriptif kuantitatif dengan menggunakan metode *quota sampling* dengan sampel 70 orang responden. Adapun sifat dari penelitian adalah penjelasan (*explanatory*). Dengan menggunakan uji hipotesis didapatkan hasil bahwa produk, harga, tempat, promosi, motivasi, persepsi, dan sikap berpengaruh signifikan terhadap keputusan pembelian. Uji regresi menunjukkan bahwa produk, harga, tempat, promosi, motivasi, persepsi, dan sikap berpengaruh positif terhadap keputusan pembelian dan uji koefisien determinasi sebesar 93,6% yang berarti keputusan pembelian dipengaruhi oleh produk, harga, tempat, promosi, motivasi, persepsi, dan sikap sedangkan 6,4% sisanya dipengaruhi variable lain di luar penelitian.

Kata Kunci: produk, harga, tempat, promosi, motivasi, persepsi, sikap dan keputusan pembelian



ABSTRACT

The formulation of the problem in this research is how the influence of the product, price, place, promotion, motivation, perception, and attitude towards the purchase decision of the Tanggul Station Restaurant in Jember. The purpose of this research is to find out and analyze the influence of the product, price, place, promotion, motivation, perception, and attitude towards purchasing decisions partially. The theory used in this research is marketing management theory, marketing mix, psychological factors and purchasing decisions. The study was conducted on consumers Restaurant Station Embankment Jember. This type of quantitative descriptive research using quota sampling method with a sample of 70 respondents. The nature of the research is explanatory. By using the hypothesis test the results show that the product, price, place, promotion, motivation, perception, and attitude have a significant effect on purchasing decisions. Regression test shows that the product, price, place, promotion, motivation, perception, and attitude have a positive effect on purchasing decisions and the test of the coefficient of determination is 93.6%, which means the purchase decision is influenced by the product, price, place, promotion, motivation, perception, and attitude while the remaining 6.4% is influenced by other variables outside the study.

Keywords: *product, price, place, promotion, motivation, perception, attitude and purchasing decision*

