

ABSTRAK

Penelitian dengan judul pengaruh strategi segmentasi, targeting, dan positioning terhadap keputusan pembelian softdrink merek Nu Green Tea di lingkungan perumahan Semeru Kec. Sumbersari Jember. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh melalui penyebaran kuesioner kepada masyarakat yang berada di lingkungan perumahan Semeru. Adapun yang menjadi populasi dalam penelitian ini adalah masyarakat di lingkungan Semeru dan peneliti mengambil sampel sebanyak 96 orang. Metode pengambilan sampel yang digunakan berdasarkan teknik non probability yaitu *purposive sampling* dimana sampel dipilih secara sengaja dan metode analisis yang digunakan adalah analisis regresi linear berganda. Hasil analisis regresi berganda menggunakan uji t menyatakan bahwa terdapat pengaruh signifikan dari variabel segmentasi, targeting, dan positioning terhadap keputusan pembelian.

Kata Kunci: segmentasi, targeting, positioning, keputusan pembelian



ABSTRACT

Research with title the influence of segmentation, targeting and positioning strategies on the decision to purchase Nu Green Tea brand soft drinks in the Semeru sub-district neighborhood. Summersari Jember. The data used in this study are primary data obtained through questionnaires to the community in the Semeru housing environment. As for the population in this study were people in the Semeru environment and researchers took a sample of 96 people. The sampling method used is based on non-probability technique which is purposive sampling where the sample is chosen deliberately and the analysis method used is multiple linear regression analysis. The results of multiple regression analysis using the t test states that there is a significant effect of the segmentation, targeting, and positioning variables on purchasing decisions.

Keywords: segmentation, targeting, positioning, purchasing decisions

