

ABSTRAK

YUSNITA SIMBOLON, Nim 709510015, Pengaruh Diferensiasi Produk Dan Minat Beli Konsumen Terhadap Keputusan Pembelian Sepeda Motor Yamaha Mio Automatic Pada Mahasiswa Fakultas Ekonomi UNIMED. 2013.

Keputusan pembelian seseorang terhadap suatu produk dipengaruhi banyaknya faktor. Tiap individu mempunyai keinginan dan selera yang berbeda-beda. Diferensiasi produk dan minat beli konsumen merupakan faktor yang sangat berpengaruh terhadap keputusan pembelian. Selain masih banyak lagi faktor lain yang mempengaruhi perilaku tersebut.

Penelitian ini bertujuan untuk mengetahui pengaruh diferensiasi produk dan minat beli konsumen terhadap keputusan pembelian sepeda motor Yamaha Mio Automatic pada mahasiswa Fakultas Ekonomi UNIMED. Populasi dalam penelitian ini adalah 96 orang, teknik pengambilan sampel menggunakan metode *total sampling* dimana sampel penelitian diambil dari seluruh jumlah populasi yaitu sebanyak 96 responden. Teknik pengumpulan data dengan kuesioner dan observasi, sedangkan teknik analisis data menggunakan analisis regresi linier berganda dengan rumus $Y = a + b_1X_1 + b_2X_2 + e$

Setelah data analisis, maka diperoleh persamaan analisis regresi linier berganda $Y = 21,381 + 0,304X_1 + 0,353X_2 + e$. Selanjutnya nilai koefisien detriminasi (R^2) sebesar 0,334 yang memiliki arti bahwa diferensiasi produk dan minat beli konsumen secara simultan mempengaruhi keputusan pembelian sebesar 33,4% dan sisanya 66,6% dipengaruhi oleh faktor lain yang tidak termasuk dalam penelitian ini. Untuk menguji hipotesis secara keseluruhan digunakan uji F, yang diperoleh sebesar 23,348 sedangkan nilai F_{tabel} sebesar 3,10. Uji t pada taraf signifikansi (taraf kepercayaan $\alpha = 0,05$) diperoleh nilai t_{hitung} untuk $X_1 = 3,071$ dan $X_2 = 2,563$ maka $t_{hitung} > t_{tabel}$. Dengan demikian hipotesis alternatif diterima yang berarti bahwa ada pengaruh positif dan signifikan antara Diferensiasi Produk dan Minat Beli Konsumen Terhadap Keputusan Pembelian Sepeda Motor Yamaha Mio Automatic Pada Mahasiswa Fakultas Ekonomi UNIMED.

Kata Kunci : Diferensiasi Produk, Minat Beli Konsumen, Keputusan Pembelian.

YUSNITA SIMBOLON, Nim 709510015, Effect of Product Differentiation And Interest To Buy Consumer Purchase Decision Yamaha Mio Automatic Motorcycles At the Faculty of Economics UNIMED. 2013.

Purchasing decisions a person to a product is affected by many factors. Each individual has the desire and taste different. Product differentiation and consumer purchase interest are factors that greatly influence the purchase decision. In addition there are many more other factors that influence the behavior of those purchases.

This study aimed to determine the effect of product differentiation and consumer buying interest on purchase decisions Yamaha Mio motorcycle at the Faculty of Economics Automatic UNIMED. The population is 96 people, the sampling technique using total sampling method in which samples were taken from the entire population of as many as 96 respondents. Data collection techniques with questionnaires and observation, while the data analysis techniques using multiple linear regression analysis with equation $Y = a + b_1X_1 + b_2X_2 + e$.

After the data analysis, the obtained multiple linear regression analysis equation $Y = 21.381 + 0.304 + 0.353 X_1 + X_2 e$. Furthermore detriminasi coefficient (R^2) of 0.334 which means that the product differentiation and consumer buying interest simultaneously influence purchasing decisions at 33.4% and the remaining 66.6% is influenced by other factors not included in this study. To test the hypothesis overall F test was used, which is obtained at 23.348 while F_{table} value of 3.10. T test at a significance level ($\alpha = 0.05$ confidence level) t values obtained for $X_1 = 3.071$ and $X_2 = 2.563$ then $t > t_{table}$. Thus the alternative hypothesis is accepted which means that there is a positive and significant relationship between Product Differentiation and Buy Consumer Interests To Buy Consumer Purchase Decision Yamaha Mio Automatic Motorcycles At the Faculty of Economics UNIMED.

Keywords: Product Differentiation, Buy Consumer Interests, Purchase Decision.