

ABSTRAK

Vinny Khairunnisa D, NIM 7161210041. "Pengaruh *Display* Produk dan Kelengkapan Produk Terhadap Keputusan Pembelian di Toko Aneka Susu Titi Papan Medan Marelan".

Penelitian ini berjudul “Pengaruh *Display* Produk dan Kelengkapan Produk Terhadap Keputusan Pembelian di Toko Aneka Susu Titi Papan Medan Marelan”. Penelitian ini bertujuan untuk mengetahui pengaruh *display* produk dan kelengkapan produk terhadap keputusan pembelian di Toko Aneka Susu Titi Papan Medan Marelan. Metode sampling yang digunakan adalah *Accidental Sampling*, dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f, dan koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas, dan uji asumsi klasik. Pengolahan data menggunakan SPSS 21.0 *for windows*.

Secara parsial *display* produk dan kelengkapan produk berpengaruh positif dan signifikan terhadap keputusan pembelian di Toko Aneka Susu Titi Papan Medan Marelan. Berdasarkan hasil penelitian menunjukkan bahwa variabel *display* produk dan kelengkapan produk secara simultan berpengaruh terhadap keputusan pembelian. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel}$ ($156,742 > 3,089203$) dan nilai signifikansi $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0.764 yang berarti bahwa *display* produk dan kelengkapan produk berpengaruh terhadap keputusan pembelian sebesar 76,4% sedangkan sisanya dipengaruhi oleh variabel lain.

Kata Kunci: *display*, kelengkapan, keputusan pembelian.

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ABSTRACT

Vinny Khairunnisa D, NIM 7161210041. "The Influence of Product Display and Product Completeness on Purchasing Decisions at Titi Papan Medan Marelan Various Milk Shop".

This study entitled "The Effect of Product Display and Product Completeness on Purchasing Decisions at Aneka Susu Titi Papan Store Medan Marelan". This study aims to determine the effect of product displays and product completeness on purchasing decisions at Aneka Susu Titi Papan Store Medan Marelan. The sampling method used was Accidental Sampling, with a total sample of 100 respondents. The data collection technique in this study was carried out by distributing questionnaires whose measurements were made on the Likert scale and were processed statistically using multiple regression analysis and hypothesis testing t test, f test, and coefficient of determination which previously had data tested using validity, reliability, and classic assumption test. Data processing using SPSS 21.0 for windows.

Partially product display and product completeness have a positive and significant effect on purchasing decisions at the Titi Papan Medan Marelan Aneka Susu Shop. Based on the results of the study showed that the variable product display and product completeness simultaneously had an effect on purchasing decisions. This can be seen from the value of $F_{count} > F_{table}$ ($156.742 > 3.089203$) and a significance value of $0.000 < 0.05$. The coefficient of determination test shows a value of 0.764 , which means that product display and product completeness have an effect on purchasing decisions by 76.4% , while the rest is influenced by other variables.

Keywords: display, completeness, purchase decision.

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