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Pengaruh *Product, Price, Promotion* dan Saluran Distribusi Terhadap Keputusan Pembelian Produk Blender Miyako Di Kota Mojokerto

ABSTRAKSI

Penelitian ini bertujuan melakukan pengujian pengaruh *Product, Price, Promotion* Dan Saluran Distribusi Terhadap Keputusan Pembelian Produk Blender Miyako di Kota Mojokerto. Kemudian dilakukan tinjauan pustaka dan penyusunan hipotesis, juga data yang diperoleh dari penyebaran kuesioner terhadap 100 masyarakat Mojokerto yang mempunyai produk Miyako dengan menggunakan teknik *nonprobability sampling*. Pengujian dilakukan dengan menggunakan analisis jalur. Hasil analisis memperlihatkan bahwa *Product* berpengaruh signifikan terhadap keputusan pembelian produk Miyako di Kota Mojokerto, *Price* tidak berpengaruh signifikan terhadap keputusan pembelian produk Miyako di Kota Mojokerto, *Promosi* tidak berpengaruh signifikan terhadap keputusan pembelian produk Miyako di Kota Mojokerto, dan Saluran distribusi berpengaruh signifikan terhadap keputusan pembelian produk Miyako di Kota Mojokerto.

Kata kunci: *Product, Price, Promotion* Dan Saluran Distribusi Terhadap Keputusan Pembelian Produk Blender Miyako di Kota Mojokerto.

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Effect of Product, Price, Promotion and Distribution Channels on Purchasing Decisions on Miyako Blender Products in Mojokerto City

ABSTRACTION

This study aims to examine the effect of Product, Price, Promotion and Distribution Channels on Purchasing Decisions on Miyako Blender Products in Mojokerto City. Then a literature review and hypothesis preparation were conducted, as well as data obtained from questionnaires distributed to 100 Mojokerto people who had Miyako products using nonprobability sampling techniques. Testing is done using path analysis. The results of the analysis show that the product has a significant effect on purchasing decisions of Miyako products in Mojokerto City, Price has no significant effect on purchasing decisions of Miyako products in Mojokerto City, Promotion has no significant effect on purchasing decisions of Miyako products in Mojokerto City, and distribution channels have a significant effect on purchasing decisions Miyako products in Mojokerto City.

Keywords: Product, Price, Promotion and Distribution Channels for Purchasing Decisions of Miyako Blender Products in Mojokerto City.