

ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek, Pelayanan, Sales Promotion Gift, dan Discount terhadap Keputusan Pembelian Produk Elektronik Merek DB Voice (Studi Kasus pada Konsumen Toko SAN AUDIO Blitar)” ini ditulis oleh Sukma Ardiyanti, NIM 126402212188, dengan pembimbing Dr. Muhammad Aswad, M.A

Kata Kunci: Citra Merek, Pelayanan, Sales Promotion Gift, Discount dan Keputusan Pembelian

Latar belakang penelitian ini adalah tingginya persaingan bisnis di sektor elektronik serta pentingnya strategi pemasaran dalam mempengaruhi keputusan konsumen. Faktor seperti citra merek, pelayanan, program promosi berupa hadiah (sales promotion gift), dan diskon menjadi elemen penting dalam membentuk keputusan pembelian konsumen. Meskipun keempat faktor tersebut sering kali dianggap sebagai penentu dalam pembelian produk, penelitian khusus mengenai bagaimana pengaruh masing-masing faktor terhadap keputusan pembelian pada produk elektronik, khususnya dB voice di Toko SAN Audio, masih jarang dilakukan.

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, pelayanan, sales promotion gift, dan discount terhadap keputusan pembelian produk elektronik merek dB Voice di Toko SAN AUDIO Blitar. Metode yang digunakan adalah kuantitatif dengan jenis penelitian asosiatif. Sampel dalam penelitian ini berjumlah 100 responden yang diambil menggunakan teknik simple random sampling. Data diperoleh melalui penyebaran kuesioner dan menggunakan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa secara simultan variabel citra merek, pelayanan, sales promotion gift, dan discount berpengaruh signifikan terhadap keputusan pembelian. Namun secara parsial, variabel citra merek tidak berpengaruh dan tidak signifikan terhadap keputusan penjualan. Sedangkan pada variabel pelayanan, sales promotion gift dan discount masing-masing variabel memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Temuan ini mengindikasikan bahwa strategi pemasaran yang efektif sangat penting untuk meningkatkan minat beli konsumen terhadap produk elektronik dB Voice.

ABSTRACT

This thesis, entitled "The Influence of Brand Image, Service, Sales Promotion Gift, and Discount on Purchase Decisions of DB Voice Electronic Products (A Case Study on Consumers of SAN AUDIO Store Blitar)," was written by Sukma Ardiyanti, Student ID 126402212188, under the supervision of Dr. Muhammad Aswad, M.A.

Keywords: Brand Image, Service, Sales Promotion Gift, Discount, Purchase Decision

The background of this research is the intense business competition in the electronics sector and the importance of marketing strategies in influencing consumer purchase decisions. Factors such as brand image, service, promotional programs in the form of gifts (sales promotion gifts), and discounts are key elements in shaping consumer purchasing behavior. Although these four factors are often considered as purchase determinants, specific research on how each factor influences purchasing decisions for electronic products—particularly DB Voice at the SAN Audio store—is still limited.

This research aims to analyze the influence of brand image, service, sales promotion gifts, and discounts on the purchasing decisions of dB Voice brand electronic products at SAN AUDIO Store in Blitar. The method used is quantitative with an associative research type. The sample in this study consisted of 100 respondents who were selected using the simple random sampling technique. Data were obtained through the distribution of questionnaires and using multiple regression analysis.

The results show that, simultaneously, brand image, service, sales promotion gift, and discount have a significant effect on purchasing decisions. However, partially, the brand image variable does not have a significant influence on purchase decisions. Meanwhile, service, sales promotion gift, and discount variables each have a positive and significant influence on consumer purchasing decisions. These findings indicate that effective marketing strategies are essential to increase consumer purchase interest in DB Voice electronic products.