

SUMMARY

DETERMINAN PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK DI MINIMARKET DI DESA TIRTAYASA, KECAMATAN TIRTAYASA, KABUPATEN SERANG

Created by Sri Mulyati

Subject : PEMBELIAN, PRODUK
Subject Alt : PRODUCT PURCHASE
Keyword : MINIMARKET; KONSUMEN

Description :

Minimarket saat ini tidak saja berkembang di perkotaan tetapi sudah merambah ke pedesaan, sehingga menyebabkan persaingan yang sangat ketat antara pelaku bisnis di pedesaan untuk mendapatkan konsumen. Permasalahan yang ada adalah pengusaha toko di pedesaan merasa omsetnya berkurang karena konsumen berpindah belanja ke minimarket. Masalah ini menjadi objek penelitian dengan tujuan penelitian adalah untuk mengetahui faktor-faktor perilaku konsumen (motivasi, persepsi, kelompok acuan, pendidikan, pendapatan dan pekerjaan) dalam pengambilan keputusan pembelian produk di minimarket dan mencari urutan yang paling penting dari faktor-faktor perilaku konsumen tersebut dalam pengambilan keputusan pembelian produk di minimarket. Metode Penelitian yang digunakan adalah riset eksplanatory dan pengambilan sampel dilakukan dengan teknik acak sederhana terhadap populasi sebanyak 866 KK, dengan menggunakan rumus Slovin diperoleh sampel 90 orang responden.

Description Alt:

Minimarket growth not only at urban but also at rural, this condition caused high competition between businessmen at rural to get consumer. There was problem of businessmen store at rural to decrease omset, because consumer change shopping to minimarket. This problem is research object, with the aim of this research is to know some factors of consumers behaviors (motivation, perception, reference group, education, income and job) in making decision to purchase product in minimarket and to see the priority sequence when they making decision purchase product in minimarket. Research method used to exploratory research and it used simple random sampling technique for choosing sample. By using Slovin formulation, there we 90 respondent chosen from 836 household. The reseacher used primary data and secondary data. Primary data was collected by using questionnaire and observation sheet instrument. For primary data, the data was collected from management used and head of village.

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