

ABSTRAK

Judul : Pengaruh Kesadaran Merek, Kualitas Produk, Harga, dan Saluran Distribusi terhadap Keputusan Pembelian Produk AMDK Merek Amidis
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Program Studi : Manajemen

Air merupakan salah satu kebutuhan dasar manusia, kebanyakan kita mengonsumsi air minum dalam kemasan (AMDK). Merek Amidis merupakan air murni distilasi (penyulingan) pertama di Indonesia, telah menjadi salah satu produk AMDK yang dipercaya karena kualitas/mutu dan kemurniannya. Tujuan penelitian ini untuk mengetahui pengaruh kesadaran merek, kualitas produk, harga, dan saluran distribusi terhadap keputusan pembelian produk AMDK merek Amidis di wilayah Jakarta Barat. Sumber data diperoleh dari data sekunder (majalah dan *website*) dan data primer (kuesioner). Populasi dalam penelitian ini adalah konsumen produk AMDK merek Amidis di wilayah Jakarta Barat. Sampel yang diambil sebanyak 128 responden dengan teknik *purposive sampling*. Data dianalisis dengan menggunakan analisis Regresi Linier Berganda. Hasil penelitian menunjukkan adanya pengaruh positif kesadaran merek terhadap keputusan pembelian, kualitas produk berpengaruh positif terhadap keputusan pembelian, harga berpengaruh positif terhadap keputusan pembelian, dan saluran distribusi berpengaruh positif terhadap keputusan pembelian. Adanya pengaruh secara bersama-sama kesadaran merek, kualitas produk, harga, dan saluran distribusi terhadap keputusan pembelian. Kesadaran merek berpengaruh paling dominan terhadap keputusan pembelian.

Kata kunci:

Kesadaran merek, Kualitas Produk, Harga, Saluran Distribusi, dan Keputusan Pembelian

ABSTRACT

Title : *Effect of Brand Awareness, Product Quality, Price, and Distribution Channels to Purchase Decision Amidis Brand Bottled Water (AMDK) Product*
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Study Program : *Management*

Water is one of the basic needs of human beings, most of us consume bottled water (AMDK). Amidis brand a pure water distillation (refining) in Indonesia, has become one of the bottled water products that are trusted because the quality/grade and purity. The purpose of this study to determine the effect of brand awareness, product quality, pricing, and distribution channels on purchasing decisions Amidis brand bottled water products in West Jakarta. Sources of data obtained from secondary data (magazines and website) and primary data (questionnaire). The population in this study is the consumer brand of bottled water products Amidis in West Jakarta. Samples taken as many as 128 respondents by purposive sampling technique. Data were analyzed using Multiple Linear Regression analysis. The results showed the positive effect of brand awareness on purchasing decisions, product quality has a positive effect on purchasing decisions, price positive influence on purchasing decisions, and distribution channels positive influence on purchasing decisions. The influence jointly brand awareness, product quality, pricing, and distribution channels to the purchasing decision. Brand awareness most dominant influence on purchasing decisions.

Keywords:
Brand Awareness, Product Quality, Price, Distribution Channels, and Purchase Decision