

ABSTRAK

Penelitian ini berjudul “Pengaruh Keinovasian Produk, Diferensiasi Produk, Dan Citra Merek Terhadap Keputusan Pembelian Melalui Minat Beli Televisi Polytron Di Kecamatan Demak”. Dalam rangka mewujudkan keputusan pembelian kearah yang positif yang dipengaruhi oleh keinovasian produk, diferensiasi produk, citra merek, minat beli. Dimana tujuan penelitian ini adalah untuk mengetahui pengaruh keinovasian produk, diferensiasi produk, citra merek, minat beli terhadap keputusan pembelian televisi polytron di Kecamatan Demak. Adapun populasi dari penelitian ini adalah konsumen yang pernah membeli dan merasakan produk televisi polytron di Kecamatan Demak. Jumlah sampel yang diteliti adalah 100 responden. Teknik pengambilan sampel dilakukan dengan menggunakan purposive sampling. Metode analisis data yang digunakan adalah path analisis. Hasil penelitian ini menunjukkan bahwa keinovasian produk (X1), diferensiasi produk (X2), citra merek (X3), minat beli (Y1) berpengaruh terhadap keputusan pembelian (Y2) baik secara langsung maupun tidak langsung melalui minat beli.

Kata Kunci : Keinovasian Produk, Diferensiasi Produk, Citra Merek, Minat Beli, dan Keputusan Pembelian

ABSTRACT

This research titled “ influence innovation product, the difference product, and the brand against the decision of purchase through interest buy television in the district Demak. In order to realize the decision of purchase towards the positive influenced by innovation product, the difference product, the brand, interest buy. Where the purpose of this research is to find out of the influence of innovation product, the difference product, the brand, interest buy against the decision the purchase of the television in the district Demak. As for the population of the study was consumers who never bought and feel product television polytron in the district Demak. The number of samples that scrutinized is 100 respondents. A sample of technique conducted by using purposive sampling. The analysis of data do is path analysis. The research shows that product inovation (X1), product differentiation (X2), brand image (X3), interest buy (Y1) have a influence toward the purchase decision (Y2) either directly and inderectly through interest buy.

Keywords : product inovation, product differentiation, brand image, interest buy, and purchase decision