

ABSTRACT

In the Middle of the fierce competition due to the number of brand new entrants, Gudang Garam's market share increasingly further eroded. Seeing that phenomenon, Gudang Garam need to analyze some of the factors that can influence consumer purchasing decisions. This study aims to determine whether the advertising, brand, and perceptions of price influence to the purchasing decisions of Gudang Garam products. And to analyze the most dominant factor that influencing the purchasing decisions in Gudang Garam products in Semarang.

This population of this research was Gudang Garam consumer in Semarang. The sample taken of 100 respondent using Accidental Sampling technique, which is sample determining technique according to the coincidence, that is someone who that coincidentally meet with the researcher and that can be consider as a sample if they are suitable.

According to the research result, using linear multiple regression, it is known that the perceptions of price variable has a positive effect the purchasing decision of Gudang Garam cigarettes. Second, the advertisement variable positively influenced the purchasing decision of Gudang Garam cigarettes. Third, brand variable positively influenced the purchasing decision of Gudang Garam cigarettes. It means that according to the consumer, the three independent variables are considered important when purchasing the Gudang Garam product. From the result from t test analysis known that advertisement, brand, and the perceptions of price price significantly influenced the purchasing decision of Gudang Garam cigarette. The result of analysis using determination coefficient (adjusted R²) note that the 90,2% of purchasing decision could be explained by advertisement, brand, and cost variables meanwhile the rest that is 9,8% are influenced by other variable that are not examined in this research.

Keywords : advertisement, brand, perceptions of price, purchasing decision.