

ABSTRACT

The existence of natural condition is erratic (sometimes summer and sometimes rainy season), changes to the summer rainy season and as well as changes to the summer rainy season (transition) is very dangerous for people to develop the disease, one of which is a cough. To anticipate that the disease suffered by a cough that does not descend in a long time, society often presents as a cough medicine supplies in the home if at any time upon one's self. Therefore, to satisfy consumers, then many companies that produce cough. One brand of cough medicine that is already known is a Vicks Formula 44. Today, Vicks Formula 44 has many competitors that can be seen from the market competition is increasingly tight cough medicine, because the producers growing and actively expanding their respective markets This makes the product difficult to dominate the market, including long products such as Vicks Formula 44. In 2010 year market share decline Vicks Formula 44, which means that only a fraction of consumers who make purchases. Many factors can influence the purchase decisions of consumers to a product, such as product, pricing, distribution and promotion. Hence the purpose of this study was to analyze the effect of product, price, promotion and distribution of the purchasing decisions of Vicks Formula 44 partially or simultaneously. Research sites in Supermarkets There is a reason Siliwangi with a complete product, cheap and competitive prices, there is a program promo prizes, great service, located in the suburbs are more crowded, competitive products.

The population in this study is consumers who make purchases Vicks Formula 44 in Supermarkets There Silwangi. The sample in this study were 100 respondents. The sampling technique in the study conducted by Accidental Sampling techniques. This type of data is primary. Methods of data collection using questionnaires. Analysis technique used is multiple regression. The results of the analysis using SPSS Version 13 shows that: (1). Regression Result = $Y = 0.355 (X1) + 0.247 (X2) + 0.229 (X3) + 0.155 (X4)$. (2). Products have an influence on purchasing decisions partially Vicks Formula 44. (3). Prices have an influence on purchasing decision partially Vicks Formula 44. (4). Distributions have an influence on purchasing decisions partially Vicks Formula 44. (5). Promotions have an influence on purchasing decisions partially Vicks Formula 44. (6). Product, Price, Distribution and Promotion have an influence on purchasing decisions simultaneously Vicks Formula 44. (7). Effect of Product, price, distribution and promotion of the purchasing decisions of 85.3% (Adjusted R Square = 0.853).

Keywords: Product, Price, Distribution, Promotions and Purchase Decisions.