

ABSTRACT

This study aims to determine the effect of the product, the perception of price, promotion, and distribution of furniture purchasing decisions on the PT. Nadira Prima in Semarang. Where the independent variables are product, price perception, promotion, and distribution affect the purchase decision as the dependent variable.

The research was conducted at PT. Nadira Prima in Semarang. Methods of data collection in this study is the questionnaire filled out by respondents are employees of PT. Nadira Prima in Semarang who worked at Prima Nadira in Semarang. Sampling as many as 97 respondents in this study using a non probability sampling methods. The independent variable in this study consisted of the product, the perception of price, promotion, and distribution, while the dependent variable is the purchase decision. Analysis used in this research include test validity, test reliability, test the assumptions of classical, linear multiple regression analysis and hypothesis testing which includes the t test, F test, and coefficient of determination (R²).

The results of analysis using multiple linear regression can be seen that the variable has a positive effect on product purchase decisions PT. Nadira Prima Semarang. Second, variable rates have a positive perception towards purchasing decisions PT. Nadira Prima Semarang. Third, the promotion of a positive influence on purchase decisions PT. Nadira Prima Semarang. Fourth, the variable distribution of positive influence on purchase decisions PT. Nadira Prima Semarang. Results of analysis using the t test can be known product, the perception of price, promotion, and distribution significantly influence the purchase decisions of PT. Nadira Prima Semarang. The results of analysis using the coefficient of determination is known that 51.7% variable purchase decision can be explained by variations of the variables product, price perception, promotion, and distribution, while 37.9% explained by other variables that are not included in this study.

Key words: Products, Perceptions of Price, Promotion, Distribution, Purchasing Decisions