

ABSTRAK

Mohammad Sufyan, 2013. Thesis. The title "Product Attributes Influence Purchasing Decisions Against Mobile Blackberry Faculty of Economics at the State Islamic University Maulana Malik Ibrahim Malang

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Kata Kunci : Attributes Influence Product, Purchase Decision

Product attributes have a strong influence on purchase decisions, because the attributes of the product as a measure and consideration by the consumer to choose a product. This study aims to determine the attributes of a product consisting of branding, packaging, labeling, complementary services, and warranty together influence purchase decisions, to determine the attributes of a product consisting of branding, packaging, labeling, complementary services, and guarantee partially affected purchasing decisions and to determine the most influential product attributes partially to the purchase decision.

This study used statistical infrensial parametric approach, the number of samples in this study were 74 samples from 91 populations using the formula Slovin withdrawal, and methods of analysis of this study is to test multiple linear regression to determine the effect of f together independent variable on the dependent variable, and t test to determine the effect of partially independent variables to the dependent variable, as well as the dominant variable test to find the most influential independent variable on the dependent variable.

The results of the analysis in this study resulted in the simultaneous testing concluded that the blackberry product attributes consisting of branding, packaging, labeling, complementary services and warranty together can influence purchasing decisions blackberry phones. The results can be seen from the calculated value of f is 5.493 greater than f -table is 2.37 and are areas H_1 , partially Testing concluded that among the five independent variables were formed, namely branding, packaging, labeling, complementary services kenaggotaan fuel, and warranty. Only variable packaging, complementary services and warranty BBM membership who significantly influence purchasing decisions. The results can be seen from the t value brand (-1.133) and warranty (-, 179) are in the H_0 is accepted, this indicates that the regression coefficients equal to zero, and Among the five independent variables, complementary services kenaggotaan BBM blackberry phones are variables that influence the most dominant. Based on the testing that has been done dominant variable complementary services membership has contributed 16.5% of fuel.