

ABSTRACT

Ilimi, Ahmad Bahari. 2013. Thesis. Title: "Analysis of Market Segmentation Influence Purchasing Decisions Against Telkom Speedy Products In PT. Telekomunikasi Indonesia Kediri Branch "

Supervisor : Irmayanti Hasan., ST., MM

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The background of this study aims to determine the effect of cementation strategies on consumer purchasing decisions in purchasing products Telkom Speedy. Because, basically, firms are not able to serve customers of all sizes, the segmentation of the market is needed in order to serve some groups of customers can be served in an optimal.

Independent variables studied are: geographic (X1), demographic (X2), Psychographics (X3), Behavior (X4), the dependent variable is the consumer purchase decision on Speedy. This study uses a sample of 105 respondents in the area of consumer Speedy Kediri. While sampling using a random sampling technique is the selection of a random sample. The test is used to test the research instrument in the form of test validity and reliability test. Hypothesis testing using the F test and t test, and for analyzing the data, which is used is multiple regression analysis.

The results showed that based on the results of multiple regression analysis equation:

$$Y = 2,524 + 0,191X_1 + 0,073X_2 + 0,331X_3 + 0,365X_4 + 0,05$$

From the results of multiple linear regression analysis result that geographic variables (X1), demographics (X2), Psychographics (X3), and Behavior (X4), influence on purchasing decisions Telkom Speedy product (Y) is linear. And the most influential variable is the behavior (X4) with a coefficient of 0.871. The coefficient of determination (R²) of 0.345, meaning that all variables derived segmentation strategies have contributed jointly by 87.1% of the dependent variable (Y) that is purchase decision. The remaining 12.9% is influenced by other factors that are not included in the study. Through the F test can be seen that all the independent variables is feasible to test the dependent variable. Hypothesis testing using t-test showed that of the four independent variables found to significantly affect the dependent variable.