

INTISARI

Penelitian ini bertujuan untuk (1) mengetahui faktor-faktor penentu pembelian pupuk urea bersubsidi di Kios Barokah Tani Wironatan dan (2) mengkaji faktor berupa harga sebagai faktor penentu yang paling dipertimbangkan konsumen dalam keputusan pembelian pupuk urea bersubsidi di Kios Barokah Tani Wironatan. Lokasi penelitian ditentukan secara *purposive sampling*. Pengambilan sampel dilakukan secara *proportional sampling* dengan jumlah sampel sebanyak 50 responden. Metode analisis data menggunakan analisis regresi linier berganda. Variabel independen dalam penelitian ini yaitu produk, harga, tempat, dan promosi, sedangkan variabel dependen yaitu keputusan pembelian pupuk urea bersubsidi. Hasil penelitian menunjukkan bahwa faktor-faktor penentu pembelian pupuk urea bersubsidi di Kios Barokah Tani Wironatan yang signifikan meliputi produk, harga, tempat, dan promosi. Berdasarkan nilai *standardized coefficient beta* dari variabel produk, harga, tempat, dan promosi dapat diketahui bahwa faktor penentu yang paling dipertimbangkan konsumen dalam keputusan pembelian pupuk urea bersubsidi di Kios Barokah Tani Wironatan yaitu promosi (nilai kontribusi: 30,90%) karena nilai kontribusinya lebih besar daripada nilai kontribusi variabel produk, harga, dan tempat. Penyebab variabel promosi menjadi faktor penentu paling dipertimbangkan oleh konsumen daripada variabel harga yaitu karakteristik konsumen yang turut serta mempromosikan produk dari mulut ke mulut kepada konsumen lainnya.

Kata kunci: produk, harga, tempat, promosi, keputusan pembelian

ABSTRACT

This study aims to determine (1) the determinants of the purchasing subsidized urea fertilizer at Kios Barokah Tani Wironatan and (2) price as the determining factor that is most considered by consumers in purchasing decisions of subsidized urea fertilizer at Kios Barokah Tani Wironatan. The location of the study was determined by purposive sampling while respondents were carried out by proportional sampling to get total sample of 50 respondents. Multiple linear regression analysis was applied in data analysis. The independent variables in this study are product, price, place, and promotion, while the dependent variable is the decision to purchase subsidized urea fertilizer. The results showed that significant factors determining the purchase of subsidized urea fertilizer at Kios Barokah Tani Wironatan include product, price, place, and promotion. Based on the standardized value of beta coefficients of the product, price, place, and promotion variables, it can be seen that the determining factor that consumers consider most in the decision to purchase subsidized urea fertilizer at Kios Barokah Tani Wironatan is promotion (contribution value: 30.90%) because the contribution value is greater than the contribution value of of the product, price, and place variable. The cause of the promotion variable is the determining factor most considered by consumers rather than the price variable, namely the characteristics of consumers who participate in promoting products by word of mouth to other consumers.

Keywords: product, price, place, promotion, purchase decision