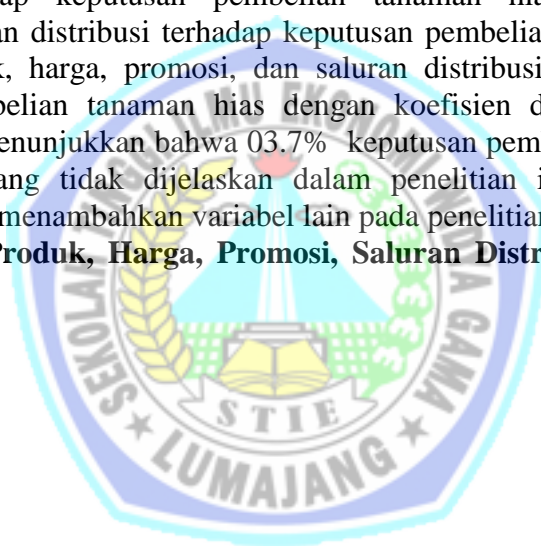


ABSTRAK

Usaha Tani Makmur merupakan suatu badan usaha yang bergerak pada bidang penjualan tanaman hias yang Terletak di desa Purworejo Kecamatan Senduro Kabupaten Lumajang. Usaha Tani Makmur menjual berbagai macam jenis tanaman hias mulai dari yang berukuran kecil hingga ukuran besar. Permasalahan pada penelitian ini adalah apakah variabel produk, harga, promosi, dan saluran distribusi berpengaruh terhadap keputusan pembelian tanaman hias pada Usaha Tani Makmur di desa Purworejo. Metode dalam penelitian ini adalah menggunakan kousioner. Teknik pengambilan sampel menggunakan *Non Probability Sampling* dengan teknik *Accidental Sampling*. Langkah analisis data terdiri dari uji instrumen, uji asumsi klasik, uji statistik, dan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa tidak berpengaruh signifikan produk terhadap keputusan pembelian tanaman hias, tidak berpengaruh signifikan harga terhadap keputusan pembelian tanaman hias, tidak berpengaruh signifikan promosi terhadap keputusan pembelian tanaman hias, tidak berpengaruh signifikan saluran distribusi terhadap keputusan pembelian tanaman hias. Secara simultan produk, harga, promosi, dan saluran distribusi berpengaruh terhadap keputusan pembelian tanaman hias dengan koefisien determinasi (*R square*) sebesar 0.037 menunjukkan bahwa 03.7% keputusan pembelian dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini. Peneliti selanjtnya diharapkan bisa menambahkan variabel lain pada penelitian selanjutnya.

Kata kunci : Produk, Harga, Promosi, Saluran Distribusi, dan Keputusan Pembelian.



ABSTRACT

Makmur Farming Business is a business entity engaged in the sale of ornamental plants located in Purworejo Village, Senduro District, Lumajang Regency. Makmur Farming Business sells various types of ornamental plants ranging from small to large. The problem in this study is whether the variables of product, price, promotion, and distribution channel influence the purchasing decision of ornamental plants at the Makmur Farming Business in Purworejo village. The method in this study is to use a questionnaire. Sampling technique using Non Probability Sampling with Accidental Sampling technique. The data analysis steps consist of instrument test, classical assumption test, statistical test, and multiple linear regression. The results of this study show that the product does not have a significant effect on purchasing decisions of ornamental plants, does not significantly affect price on purchasing decisions of ornamental plants, does not significantly influence promotions on purchasing decisions of ornamental plants, does not significantly influence distribution channels on purchasing decisions of ornamental plants. Simultaneously product, price, promotion, and distribution channel influence the purchasing decision of ornamental plants with a coefficient of determination (R square) of 0.037 indicating that 03.7% of purchasing decisions are influenced by other variables not described in this study. Future researchers are expected to be able to add other variables in further research. no significant effect on promotion of ornamental plant purchasing decisions, no significant effect of distribution channels on ornamental plant purchasing decisions. Simultaneously product, price, promotion, and distribution channel influence the purchasing decision of ornamental plants with a coefficient of determination (R square) of 0.037 indicating that 03.7% of purchasing decisions are influenced by other variables not described in this study. Future researchers are expected to be able to add other variables in further research. no significant effect of promotion on purchasing decisions of ornamental plants, no significant effect of distribution channels on purchasing decisions of ornamental plants. Simultaneously product, price, promotion, and distribution channel influence the purchasing decision of ornamental plants with a coefficient of determination (R square) of 0.037 indicating that 03.7% of purchasing decisions are influenced by other variables not described in this study. Future researchers are expected to be able to add other variables in further research. 037 indicates that 03.7% of purchasing decisions are influenced by other variables not described in this study. Future researchers are expected to be able to add other variables in further research. 037 indicates that 03.7% of purchasing decisions are influenced by other variables not described in this study. Future researchers are expected to be able to add other variables in further research.

Keywords: Product, Price, Promotion, Distribution Channel, and Purchase Decision.