

ABSTRAK

Arif Setyawan (0809293), **“Pengaruh Diferensiasi Produk Terhadap Keputusan Pembelian Kaos (Survey Pada Konsumen Distro Mahanagari Cihampelas Walk Bandung)”** Di bawah bimbingan Dr. Vanessa Gaffar, SE.,AK.,MBA dan Heny Hendrayati, S.IP.,MM

Seiring dengan berkembangnya Pasar bebas tekstil dan produk tekstil (TPT) dengan dihapuskannya aturan kuota tekstil menuntut industri TPT untuk meningkatkan daya saing produknya. Tren produk tekstil ke depan diperkirakan pada era *high fashion* dan *high value added product* akan semakin menjurus pada selera konsumen yang semakin mengerucut dengan segmen yang lebih pribadi sesuai keinginan dari masing-masing konsumen. Salah satu *brand* yang sedang berkembang adalah Mahanagari, tapi Mahanagari sendiri sedang mengalami penurunan pembeli, maka disini penulis meneliti apakah penurunan konsumen pada Distro Mahanagari Ciwalk dapat dipengaruhi dan ditingkatkan kembali melalui metode aplikatif dari diferensiasi produk.

Tujuan penelitian ini adalah untuk mengetahui gambaran diferensiasi produk, keputusan pembelian kaos dan sejauh mana pengaruh diferensiasi produk terhadap keputusan pembelian. Jenis penelitian yang digunakan adalah penelitian deskriptif dan verifikatif. Teknik pengambilan sampel yang digunakan adalah *Systematic Random Sampling*, populasi penelitian merupakan konsumen distro Mahangari Cihampelas Walk yang berjumlah 452, dan jumlah sampel sebanyak 90 responden. Teknik analisis menggunakan koefisien korelasi *Pearson Product Moment*, dan analisis regresi linier sederhana.

Hasil pengolahan data kuesioner menunjukkan bahwa diferensiasi produk dan keputusan pembelian kaos berada pada kategori tinggi. Hasil perhitungan regresi sederhana didapat persamaan $Y = 13,683 + 0,608X$ dengan *R-square* sebesar 47% yang berarti bahwa besarnya pengaruh diferensiasi produk terhadap keputusan pembelian adalah sebesar 47% sedangkan sisanya 53% dipengaruhi oleh faktor lain yang tidak diteliti oleh peneliti. Saran untuk penelitian berikutnya diharapkan peneliti melakukan studi terhadap kaos Mahangari secara lebih luas dengan mempertimbangkan faktor-faktor lain seperti harga, citra merek, promosi, dan lainnya yang mempengaruhi keputusan pembelian.

Kata Kunci: Diferensiasi Produk, Keputusan Pembelian

ABSTRACT

Arif Setyawan (0809293), *“The Impact of product differentiation to the Decision of Shirt Buyers (Survey on Consumers of Distro Mahanagari Cihampelas Walk Bandung)” Under the guidance of Dr. Vanessa Gaffar, SE.,AK.,MBA and Heny Hendrayati, S.IP.,MM*

Along with the development of Textile free market and textile product, the abolition of the rules of textile quota forces TPT Industry to gain their competitiveness product. The trend of the textile products, in this high fashion and high value era, will lead into the consumer's taste of fashion which will still be able to go deep into a certain segment which is more private; they buy the product according to their own desire. One of the brand which is developing is Mahanagari, yet Mahagarani itself are having their consumers decreased. Then, in that case, the writer investigated if the descent of the consumers to Mahanagari store at Ciwalk could be affected and gained back through a method of product differentiation.

The purpose of this research is to figure out a description of product differentiation, the decision of shirt purchasing and how far this product differentiation affects consumers to decide what product they will buy. Research methods which will be used are descriptive and verificative method. The sample will be collected by Systematic Random Sampling method, Mahagarani have approximately 452 consumers so far and there will be 90 as respondents. The method of analysis which will be used is Pearson Product Moment coefficient correlation and an analysis of simple linier regression.

The result of data processing shows that the product differentiation and the buyers' decision are at high category. The calculation result by simple regression is 47% R-square which means that the amount of the influence to the buyers' decision is 47% while its 53% is influenced by other factors which was not investigated by the writer. Some advices for the next research, it is expected that the researcher conduct a study to Mahanagari's product broader by considering other factors such as the price, its brand mark, promotion, and so on which also take part in affecting buyers' decision.

Key words: *Product differentiation, Buyer's decision*