

## ABSTRAK

**IRA PARAMITA.** Pengaruh Diferensiasi, Promosi dan *Positioning* Terhadap Keputusan Pembelian Mobil Honda di Makassar, (dibimbing oleh **Jeni Kamase** dan **Sabri Hasan**).

Penelitian ini dilakukan dengan bertujuan untuk :(1) menganalisis pengaruh diferensiasi terhadap keputusan pembelian; (2) menganalisis pengaruh promosi terhadap keputusan; (3) menganalisis pengaruh *positioning* terhadap keputusan pembelian.

Penelitian ini menggunakan data primer melalui survei sebanyak 70 orang pengguna mobil Honda di Makassar, survei dilakukan dari bulan September s.d November 2017. Data dianalisis dengan menggunakan program (*Statistical Package for Social of Science*) SPSS versi 20.0.

Hasil penelitian ini menunjukkan bahwa diferensiasi, promosi dan *positioning* mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian. Hasil koefisien determinan 92,6% menunjukkan bahwa variabel independen dapat menjelaskan variabel dependen, sedangkan sisanya 7,4% ditentukan oleh variabel yang tidak diketahui dan tidak termasuk dalam penelitian ini.

**Kata kunci** : *Diferensiasi, Promosi, Positioning dan Keputusan Pembelian.*

## ***ABSTRACT***

**IRA PARAMITA.** The Influence of Differentiation, Promotion and Positioning on Purchasing Decision of Honda Car in Makassar, (guided by **Jeni Kamase** and **Sabri Hasan**).

This research was conducted with the aim to: (1) analyze the effect of differentiation on purchasing decisions; (2) analyze the effect of promotion on decisions; (3) analyze the effect of positioning on purchasing decision.

This study uses primary data through a survey of 70 users of Honda cars in Makassar, the survey was conducted from September to November 2017. The data were analyzed using SPSS version 20.0 (Statistical Package for Social Science) program.

The results of this study indicate that differentiation, promotion and positioning have a positive and significant influence on purchasing decisions. The result of the determinant coefficient of 92.6% indicates that the independent variable can explain the dependent variable, while the remaining 7.4% is determined by the unknown variable and not excluded in this study.

**Keywords:** *Differentiation, Promotion, Positioning and Purchase Decision.*