

ABSTRAK

Ranjanis, Sentris. 2020. Skripsi. *Pengaruh Strategi STP (Segmentasi, Targeting, dan Positioning) terhadap Keputusan Pembelian Sepeda Motor Matic (Studi Kasus di Kecamatan Kanigaran Kota Probolinggo)*. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan di wilayah Kecamatan Kanigaran Kota Probolinggo dengan tujuan untuk mengetahui pengaruh *segmentasi*, *targeting* dan *positioning* terhadap keputusan pembelian sepeda motor matic di Kecamatan Kanigaran Kota Probolinggo baik secara simultan maupun parsial dan untuk mengetahui variabel manakah diantara *segmentasi*, *targeting* dan *positioning* yang berpengaruh dominan terhadap keputusan pembelian sepeda motor matic di Kecamatan Kanigaran Kota Probolinggo.

Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan hubungan asosiatif kausal. Variabel yang digunakan terdiri dari variabel bebas yaitu *segmentasi*, *targeting* dan *positioning* dan variabel terikat keputusan pembelian. Sampel yang digunakan sebanyak 97 responden. Metode analisis data yang digunakan yaitu uji Validitas, uji reliabilitas, uji asumsi klasik, analisis regresi berganda, uji koefisien determinasi, uji F, uji t dan uji dominan serta pengolahan data yang dilakukan dengan program SPSS 22.

Hasil penelitian ini menunjukkan bahwa *segmentasi*, *targeting* dan *positioning* berpengaruh signifikan terhadap keputusan pembelian sepeda motor matic di Kecamatan Kanigaran Kota Probolinggo yang ditunjukkan hari hasil analisis regresi berganda yaitu $Y = 1,147 + 0,164 X_1 + 0,383 X_2 + 0,485 X_3$ dengan hasil uji hipotesis secara simultan menunjukkan nilai $F_{hitung} = 77,516$ lebih besar dari nilai $F_{tabel} = 2,70$ ($F_{hitung} > F_{tabel}$) yang membuktikan bahwa ada pengaruh yang signifikan secara simultan antara *segmentasi*, *targeting* dan *positioning* terhadap keputusan pembelian sepeda motor matic di Kecamatan Kanigaran Kota Probolinggo. Hasil uji hipotesis secara parsial menunjukkan nilai t_{hitung} untuk $X_1 = 2,376$, $X_2 = 6,116$, dan $X_3 = 6,696$ lebih besar dari $t_{tabel} = 1,985$ yang membuktikan bahwa ada pengaruh yang signifikan secara parsial antara *segmentasi*, *targeting* dan *positioning* terhadap keputusan pembelian. Variabel *positioning* berpengaruh dominan terhadap keputusan pembelian sepeda motor matic di Kecamatan Kanigaran Kota Probolinggo.

Kata Kunci : *segmentasi*, *targeting*, *positioning*, keputusan pembelian

ABSTRACT

Ranjanis, Sentris. 2020. Skripsi. *Effect of STP Strategy (Segmentation, Targeting, and Positioning) on Matic Motorcycle Purchasing Decisions (Case Study in Kanigaran Subdistrict, Probolinggo City)*. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

This research was conducted in the District of Kanigaran, Probolinggo City with the aim to determine the effect of segmentation, targeting and positioning on the purchase decision of automatic motorcycles in the District of Kanigaran, Probolinggo, both simultaneously and partially, and to find out which variable between segmentation, targeting and positioning had the dominant influence on decision to buy an automatic motorcycle in Kanigaran Subdistrict, Probolinggo City.

This type of research is quantitative research with causal associative relationships. The variables used consist of independent variables namely segmentation, targeting and positioning and the dependent variable is the purchase decision. The sample used was 90 respondents. Data analysis methods used are validity test, reliability test, classic assumption test, multiple regression analysis, coefficient of determination test, F test, t test and dominant test and data processing performed with the SPSS 22 program.

The results of this study indicate that segmentation, targeting and positioning have a significant effect on purchasing decisions of automatic motorbikes in Kanigaran Subdistrict, Probolinggo City, which are shown today on the results of multiple regression analysis $Y = 1,147 + 0,164 X_1 + 0,383 X_2 + 0,485 X_3$ with the results of the hypothesis testing simultaneously showing the value of $F_{count} = 77,516$ is greater than the value of $F_{table} = 2.70$ ($F_{count} > F_{table}$) which proves that there is a significant simultaneous effect between segmentation, targeting and positioning on the purchase decision of automatic motorcycles in Kanigaran Subdistrict, Probolinggo City. Hypothesis test results partially show the t_{count} for $X_1 = 2,376$, $X_2 = 6,116$, and $X_3 = 6,696$ greater than $t_{table} = 1,985$ which proves that there is a partially significant effect between segmentation, targeting and positioning on purchasing decisions. Positioning variable dominantly influences the decision to buy an automatic motorcycle in Kanigaran Subdistrict, Probolinggo City.

Keywords: segmentation, targeting, positioning, buying decision