

ABSTRAK

Penelitian ini bertujuan mengetahui dan menganalisis Analisis Pengaruh Kualitas Produk, Manajemen Distribusi dan Promosi terhadap Keputusan Pembelian Produk Telkomsel. Penelitian ini memiliki populasi konsumen yang membeli produk telkomsel. Sampel penelitian ini adalah 100 pengguna prepaid Telkomsel. Analisis yang digunakan yaitu SMART PLS. Penelitian ini memiliki kesimpulan sebagai berikut: Kualitas produk *tidak berpengaruh* terhadap Keputusan Pembelian Kartu Telkomsel, Kualitas produk *berpengaruh positif dan signifikan* terhadap manajemen saluran distribusi, Promosi *tidak berpengaruh* terhadap Keputusan Pembelian Kartu Telkomsel, Promosi *berpengaruh positif dan signifikan* terhadap manajemen saluran, Manajemen saluran distribusi *berpengaruh positif dan signifikan* terhadap Keputusan Pembelian Kartu Telkomsel, Kualitas produk *berpengaruh positif dan signifikan* terhadap Keputusan Pembelian Kartu Telkomsel melalui manajemen saluran distribusi dan Promosi *berpengaruh positif dan signifikan* terhadap Keputusan Pembelian Kartu Telkomsel melalui manajemen saluran distribusi.

Kata Kunci: kualitas produk, manajemen distribusi, promosi, keputusan pembelian

ABSTRACT

This study aims to determine and analyze the Influence Analysis of Product Quality, Distribution Management and Promotion on Telkomsel's Product Purchasing Decisions. This research has a population of consumers who buy Telkomsel products. The sample for this research was 100 Telkomsel prepaid users. The analysis used is SMART PLS. This study has the following conclusions: Product quality has no effect on Telkomsel Card Purchasing Decisions, Product quality has a positive and significant effect on distribution channel management, Promotion has no effect on Telkomsel Card Purchase Decisions, Promotion has a positive and significant effect on channel management, Distribution channel management has an effect positive and significant impact on Telkomsel Card Purchasing Decisions, Product quality has a positive and significant effect on Telkomsel Card Purchase Decisions through distribution channel management and Promotion has a positive and significant effect on Telkomsel Card Purchase Decisions through distribution channel management.

Keywords: product quality, distribution management, promotion, purchasing decisions