

# PENGARUH *SAMPLING PROMOTION* DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK POST-IT®

Yuskana Barus<sup>1</sup>

---

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *sampling promotion* dan kualitas produk terhadap keputusan pembelian produk Post-it®. Penelitian ini menggunakan data primer dan sekunder. Data primer diperoleh melalui penyebaran kuesioner kepada 151 responden dengan menggunakan teknik *convenience sampling*. Data sekunder diperoleh dari jurnal ilmiah dan penelitian terdahulu. Hasil penelitian dengan analisis regresi linier sederhana menunjukkan bahwa *sampling promotion* dan kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Post-it®. Variabel *sampling promotion* dapat menjelaskan variabel keputusan pembelian sebesar 51,1%, sedangkan variabel kualitas produk dapat menjelaskan variabel keputusan pembelian sebesar 55,9%. Oleh karena itu, Post-it® dapat terus menggunakan *sampling promotion* untuk mendorong pembelian produknya. Selain itu, Post-it® sebaiknya memprioritaskan keunggulan lem perekat yang dimiliki dalam menunjukkan kualitas produknya

Kata kunci : *sampling promotion, kualitas produk, keputusan pembelian, Post-it®*

---

<sup>1</sup> Mahasiswa Program Studi Manajemen Universitas Bakrie

# THE EFFECTS OF SAMPLING PROMOTION AND PRODUCT QUALITY ON PURCHASE DECISION OF POST-IT®

Yuskana Barus<sup>2</sup>

---

## ABSTRACT

*This study aims to examine the effect of sampling promotion and product quality on purchase decision of Post-it ®. This study employs both primary and secondary data. Primary data were obtained by distributing questionnaire to the 151 respondents using convenience sampling technique. Secondary data were obtained from literature review and previous research. The results with a simple linear regression analysis showed that the sampling promotion and product quality has a positive and significant impact on purchasing decisions Post-it ® products. The result shows that 51.1% of the variation in purchase decision is explained by sampling promotion. Hence, the variable of product quality is able to explained variable of purchase decision for about 55.9%. Therefore, Post-it® Brand could continue the using of sampling promotion to encourage the purchase of its products. Besides, Post-it® Brand should prioritize the excellence of adhesive glue to show its quality as well.*

*Keywords : sampling promotion, product quality, purchase decision, Post-it®*

---

<sup>2</sup> Mahasiswa Program Studi Manajemen Universitas Bakrie