

ABSTRACT

Name : Anti Wulan Agustini, Nim: 162030012 , Title of thesis : Effect of Market Segmentation , Price and Quality Product Towards Decisions Purchasing Batik (Study of Banten Batik Bhayangkara Serang) . Thesis Postgraduate Program of UIN Sultan Maulana Hasanuddin Banten.

Batique Banten Bhayangkara Serang is the industry that runs sales by using a psychographic empire. With a secondary circle of secondary standards to make quite a sale of batique even increasing this segment having risks on normal.

The formulation of research problem as follows :1) How does a market segment on decision of Banten Batique purchase? 2) How does a price influence on Banten Batique purchase?3) How does quality product go on Banten's Batique purchase?

The purpose of this research are:1) To know the influence of the market against Banten's Batique purchase. 2) To know the influence of the price of the Banten Batique purchase. 3) To know the influence of the quality product toward the purchase of Banten's Batique.

The research method used is quantitative methods. In this research author of data technique spread the coupleur to the responders with 200 sheets of variables X1 X2 X3 and variables Y each others 50 sheets.

The result of this research show that market segment effect, to decisive purchase of the partial to the X1 variables. Influential significant to Y. It looks T.exact X1 Rp.1690, using a significant degree of $\alpha=10\%$ and degree of freedom (df) = $50-1-1=48$. For T.tables testing one hand test, than the T.tables tags are Rp.1684 and can be interpreted X1 affected by Y. Because $T.count > T.tables$ ($1690 > 1684$). And can be interpreted significant effects if $T.Count > T.tables$, that H_0 denied.

The result of this research show that price against the decisions of the Batique purchase significant. Looks X2 is 1750, using a significant degree of $\alpha=10\%$ and degree of freedom (df) $50-1-1=48$. For T.tables testing one hand test. Then T.tables tags are 1684, T.count the X2 variables is catch on $1750 > 1684$. Can be interpreted significant effects. If $T.count > T.tables$ then H_0 denied.

The result of this research show that quality product of the purchase-actual purchase decision of the partial variables X3 affected significant to Y. Look X3 is 220 using a significant degree of $\alpha=10\%$ and degree of freedom (df) $50-1-1=48$. For T.tables tags are 1684, T.count the X3 variables is catch on $2200 > 1684$. Can be interpreted significant effects. If $T.count > T.tables$ then H_0 denied. As for the market of the market segment, the price, and quality product of the Batique purchase of the coefficiently determinated test (R square) the scores of command dominamic are 38,7% to variables Y (the purchase decision). Can be explained or influenced by variables X1 (the market segment), X2 (the price), X3 (the quality product). With so, the rest of the 61,3% is not affected by variables X1 X2 X3 .

Keywords : Market Segmentation , Price and Quality Product , Decisions Purchasing