

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Orientasi Pasar dan E Commerce Terhadap Keputusan Pembelian Dengan Inovasi Produk Sebagai Variabel Intervening Pada UMKM Oleh-Oleh Zivanes. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah analisis korelasi dan analisis regresi berganda menggunakan SPSS 16.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh Orientasi Pasar dan E Commerce melalui Inovasi Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian dan Inovasi Produk mampu memediasi pengaruh antara Orientasi Pasar dan E Commerce terhadap Keputusan Pembelian. Kemudian berdasarkan Uji Simultan (Uji F) Orientasi Pasar dan E Commerce positif dan signifikan terhadap Keputusan Pembelian.

Berdasarkan hasil penelitian menunjukkan bahwa Orientasi Pasar dan E Commerce melalui Inovasi Produk berpengaruh positif dan signifikan terhadap Keputusan pembelian. Kontribusi variabel Orientasi Pasar dan E Commerce melalui Inovasi Produk berpengaruh sebesar 74,8% sedangkan sisanya sebesar 25,2% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci :Orientasi Pasar, E Commerce, Inovasi Produk, Keputusan Pembelian.

ABSTRACT

The purpose of this study to examine how big the influence of market orientation and e-commerce on purchasing decisions with product innovation as an intervening variable in MSMEs by Zivanés. The method of collecting data is through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is correlation analysis and multiple regression analysis using SPSS 16.

The results obtained based on the Partial Test (t test) obtained that Market Orientation and E Commerce through Product Innovation have a positive and significant effect on Purchase Decisions and Product Innovation is able to mediate the influence between Market Orientation and E Commerce on Purchase Decisions. Then based on the Simultaneous Test (Test F) Market Orientation and E Commerce positive and significant to the Purchase Decision.

Based on the results of the study indicate that Market Orientation and E Commerce through Product Innovation have a positive and significant effect on purchasing decisions. The contribution of Market Orientation and E Commerce variables through Product Innovation has an effect of 74.8% while the remaining 25.2% is influenced by other variables outside of this study.

Keywords: Market Orientation, E Commerce, Product Innovation, Decision Purchase.