ABSTRACT

Seftrya Purnama (2012), "*Effect of product differentiation and media advertising, on purchase decision dodol nanas mekar sari khotimah in jalancagak subang region, under the guidance of Rizki Zulfikar, SE., M.Si".*

Product differentiation in terms of form, features, durability, quality performance, reliability and design. Media Advertising in terms of electronic media, print media and outdoor media. Purchasing Decisions and problems in terms of recognition, information search, alternative evaluation, purchase decision and post-purchase decisions. This study aims to examine the effect of product differentiation and advertising media on purchase decisions dodol nanas mekar sari khotimah in jalancagak subang region.

Using the method of multiple linear regression, Pearson correlation (Pearson Product Moment), Spearman's coefficient of reliability, Test Method MSI Succesive Interval and hypothesis testing of the F test and T test The results showed a partial effect which has significant influence on the purchasing decision difernsiasi variable products with high impact and strong with 82.7% of the influence of advertising and media variables did not significantly influence on purchase decisions, the influence of only 0.49%.

Simultaneously there is a high leverage and a strong and significant relationship between product differentiation and advertising media to influence purchasing decisions with greater by 87.7% and the balance of 12.3% is a variable that is not examined

Keyword: Product Differentiation, Media Advertising, the purchase decision.