

SUMMARY

Vina Dimilanti, 2009, **The Analysis of Marketing Share Effect to the Quality perception and the impact on the Sales Decision.** (Survey to Bachelor students of Business Administration Department, Faculty of Administration Science, Brawijaya University, Pepsodent Toothpaste Users). Dr. Zainul Arifin, MS., Dr. Srikandi Kumadji, MS., 160 pages+xv

This study aims to know and explain the effect of marketing share to the quality perception, to know and explain the quality perception on the sales decision, to know and explain the effect of marketing share to the sales decision through the quality perception.

The method used in this study is quantitative method and this study is an explanatory study. The population and sample used in this study are the Bachelor students of Business Administration Department, Faculty of Administration Science, Brawijaya University 2006/2007, Pepsodent Toothpaste Users—with 116 respondents. The sampling technique was done by using accidental sampling method. The data was analyzed using path analysis.

Marketing share significantly and simultaneously effected the quality perception with F_{count} of 22.720 ($p=0.000$) with variable product as the dominant variable of 0.310. The quality perception effected the sales decision of 9.185 and ($p=0.000$). Marketing share significantly effected the sales decision with F_{count} of 12.314 ($p=0.000$) with promotion variable as dominant variable 0.356. Marketing share significantly effected the sales decision through the quality perception with F_{count} of 20.409 ($p=0.000$), product variable as the dominant variable 0.20212.

The marketing share consisting of product, price, distribution, and promotion significantly effected the quality perception, the quality perception significantly effected the sales decision, marketing share consisting of product, price, distribution, and promotion significantly effected the sales decision and marketing share consisting of product, price, distribution, and promotion significantly effected the sales decision through the quality perception. Therefore, The consumers are supposed to be more careful in determining the product intended to bought and consumed by observing the quality of that particular product.