

## ABSTRAKSI

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### **PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MOTOR HONDA SCOOPY PADA MASYARAKAT DI KECAMATAN CIKUPA KABUPATEN TANGERANG**

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Kata Kunci : Harga, Promosi, Keputusan Pembelian

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh Harga dan Promosi Terhadap Keputusan Pembelian Motor Honda Scoopy Oleh Masyarakat Kecamatan Cikupa Kabupaten Tangerang. Jumlah responden yang dijadikan sampel dalam penelitian ini adalah 100 responden dengan kriteria yang telah ditentukan. Teknik yang digunakan dalam penelitian ini menggunakan *purposive sampling*. Pada penelitian ini analisis data menggunakan bantuan SPSS versi 16. Adapun teknik pengujian data yang dilakukan dalam penelitian ini adalah uji validitas, uji reabilitas, uji normalitas, analisis korelasi parsial, koefisien determinasi ( $R^2$ ), uji regresi berganda, dan uji hipotesis (Uji t dan F). Hasil penelitian menunjukkan bahwa Harga berpengaruh terhadap Keputusan Pembelian. Dan Promosi berpengaruh terhadap Keputusan Pembelian. Dari hasil uji t parsial untuk variabel Harga ( $X_1$ ) diperoleh t hitung = 7.631 > t tabel 1.660. Maka  $H_0$  = Ditolak dan  $H_a$  = Diterima. Jadi terdapat pengaruh Harga terhadap Keputusan Pembelian (Y) Motor Honda Scoopy Oleh Masyarakat Di Kecamatan Cikupa Kabupaten Tangerang. Persentase Harga terhadap Keputusan Pembelian (Y) Motor Honda Scoopy Oleh Masyarakat Di Kecamatan Cikupa Kabupaten Tangerang sebesar 49,2%. serta hasil uji parsial untuk variabel Promosi ( $X_2$ ) diperoleh t hitung = 7.321 > t tabel 1.660. Maka  $H_0$  = Ditolak dan  $H_a$  = Diterima. Jadi terdapat pengaruh Promosi terhadap Keputusan Pembelian (Y) Motor Honda Scoopy Oleh Masyarakat Di Kecamatan Cikupa Kabupaten Tangerang. Persentase Promosi terhadap Keputusan Pembelian (Y) Motor Honda Scoopy Oleh Masyarakat Di Kecamatan Cikupa Kabupaten Tangerang sebesar 47,2%. Untuk hasil uji F untuk variabel Harga ( $X_1$ ) dan Promosi ( $X_2$ ) diperoleh F hitung = 129.906 > F tabel 0,05 = 2.695. Maka  $H_0$  = Ditolak dan  $H_a$  = Diterima. Jadi terdapat pengaruh Harga dan Promosi terhadap Keputusan Pembelian (Y) Motor Honda Scoopy Oleh Masyarakat Di Kecamatan Cikupa Kabupaten Tangerang. Persentase pengaruh Harga dan Promosi terhadap Keputusan Pembelian Motor Honda Scoopy Oleh Masyarakat Di Kecamatan Cikupa Kabupaten Tangerang sebesar 72,3% sedangkan sisanya 27,3% dipengaruhi oleh faktor lain.

## **ABSTRACTION**

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### **THE INFLUENCE OF PRICE AND PROMOTION ON THE DECISION TO PURCHASE HONDA SCOOPY MOTORCYCLES IN THE COMMUNITY IN CIKUPA DISTRICT, TANGERANG REGENCY**

**Thesis. Management Study Program. 2023 Thesis.**

**Keywords : Price, Promotion, Purchase Decision**

*This study aims to analyze and determine the influence of Price and Promotion on the Purchase Decision of Honda Scoopy Motorcycles by the People of Cikupa District, Tangerang Regency. The number of respondents sampled in this study was 100 respondents with predetermined criteria. The technique used in this study used purposive sampling. In this study, data analysis used the help of SPSS version 16. The data testing techniques carried out in this study are validity tests, reliability tests, normality tests, partial correlation analysis, coefficient of determination ( $R^2$ ), multiple regression tests, and hypothesis tests (t and F tests). The results show that Price affects Purchasing Decisions. And Promotions influence Purchase Decisions. From the results of the partial t test for the variable Price(X1) obtained t count = 7.631 > t table 1.660. Then  $H_0$  = Rejected and  $H_a$  = Accepted. So there is an influence of Price on the Purchase Decision (Y) of Honda Scoopy Motorcycles by the Community in Cikupa District, Tangerang Regency. The percentage of prices for the purchase decision (Y) of Honda Scoopy motorcycles by the community in Cikupa District, Tangerang Regency is 49.2%. and partial test results for the Promotion variable (X2) obtained t count = 7,321 > t table 1,660. Then  $H_0$  = Rejected and  $H_a$  = Accepted. So there is a promotional influence on the purchase decision (Y) of Honda Scoopy motorcycles by the community in Cikupa District, Tangerang Regency. The percentage of promotion of the purchase decision (Y) of Honda Scoopy motorcycles by the community in Cikupa District, Tangerang Regency is 47.2%. For the results of the F test for the variables Price (X1) and Promotion (X2) obtained F calculate = 129,906 > F table 0.05 = 2,695. Then  $H_0$  = Rejected and  $H_a$  = Accepted. So there is an influence of Price and Promotion on the Purchase Decision (Y) of Honda Scoopy Motorcycles by the Community in Cikupa District, Tangerang Regency. The percentage of influence of Price and Promotion on the Purchase Decision of Honda Scoopy Motorcycles by the Community in Cikupa District, Tangerang Regency is 72.3%, while the remaining 27.3% is influenced by other factors.*