

ABSTRAKSI

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PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE VIVO* PADA GERAI *SMARTPHONE CELLULAR* DI KECAMATAN CIKUPA KABUPATEN TANGERANG

Skripsi : Program Studi Manajemen, 2023

Kata Kunci : Promosi, Harga, Keputusan Pembelian

(xiv + 119 + Lampiran)

Abstraksi: Penelitian ini bertujuan untuk mengetahui seberapa pengaruh promosi dan harga terhadap keputusan pembelian *smartphone cellular* di kecamatan cikupa kabupaten tangerang. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan jenis penelitian deskriptif dan pengambilan sampel 100 orang. Berdasarkan hasil uji hipotesis antara variabel promosi (X1) terhadap variabel keputusan pembelian (Y) diperoleh nilai thitung 2,121 > tabel 1,983 dan nilai signifikansi 0,002 < 0,05 maka H_0 ditolak dan H_a diterima yang berarti bahwa variabel promosi (X1) mempunyai pengaruh yang signifikan terhadap variabel keputusan pembelian (Y). Berdasarkan hasil uji hipotesis antara variabel harga (X2) terhadap variabel keputusan pembelian (Y) diperoleh nilai thitung 5,747 > tabel 1,983 dan nilai signifikansi 0,000 < 0,05 maka H_0 ditolak dan H_a diterima yang berarti bahwa variabel harga (X2) mempunyai pengaruh yang signifikan terhadap variabel keputusan pembelian (Y). Apabila secara simultan nilai hubungan antara variabel promosi (X1) dan harga (X2) terhadap variabel keputusan pembelian (Y) yang berdasarkan hasil uji F (Anova) atau Fhitung sebesar 45,257 dimana lebih besar dari Ftabel sebesar 3,94 dengan tingkat signifikansi 0,000 < 0,05, maka dapat disimpulkan bahwa variabel promosi (X1) dan harga (X2) secara simultan berpengaruh terhadap variabel keputusan pembelian (Y).

ABSTRACTIONS

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***THE INFLUENCE OF PROMOTION AND PRICE ON THE PURCHASE
DECISION OF VIVO SMARTPHONES AT CELLULAR SMARTPHONE
SHOPS IN CIKUPA DISTRICT, TANGERANG DISTRICT***

Thesis : Management Study Program, 2023

Keywords: Promotion, Price, Purchase Decision

(xiv + 119 + Attachments)

Abstract: This study aims to determine how much influence promotion and price have on purchasing decisions for cellular smartphones in Cikupa District, Tangerang Regency. The method used in this research is a quantitative method with a descriptive research type and a sample of 100 people. Based on the results of the hypothesis test between the promotion variable (X1) and the purchase decision variable (Y), the tcount value is $2.121 > t_{table} 1.983$ and the significance value is $0.002 < 0.05$, so H_0 is rejected and H_a is accepted, which means that the promotion variable (X1) has a significant influence to the purchasing decision variable (Y). Based on the results of the hypothesis test between the price variable (X2) and the purchase decision variable (Y), it is obtained that the tcount is $5.747 > t_{table} 1.983$ and the significance value is $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, which means that the price variable (X2) has a significant influence to the purchasing decision variable (Y). If simultaneously the value of the relationship between the promotion variable (X1) and price (X2) on the purchase decision variable (Y) is based on the results of the F test (Anova) or Fcount of 45.257 which is greater than Ftable of 3.94 with a significance level of $0.000 < 0.05$, it can be concluded that the promotion variable (X1) and price (X2) simultaneously influence the purchasing decision variable (Y).