

ABSTRAK

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PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MOTOR HONDA SCOOPY DI DEALER WAHANA CISOKA KABUPATEN TANGERANG.

Skripsi . Progran Studi Manajemen. 2022

Kata kunci : Promosi, Harga dan Keputusan Pembelian

(xiii + 128 + lampiran)

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh kemampuan Promosi dan Harga terhadap Keputusan pembelian motor Honda scoopy di dealer wahana cisoka. Sampel yang digunakan penulis dalam penelitian ini sebanyak 100 responden, Teknik yang digunakan dalam pengambilan sampel pada penelitian ini adalah *purposive sampling*. Pada penelitian ini analisis data menggunakan bantuan SPSS versi 23. Adapun teknik pengujian data yang dilakukan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji normalitas, analisis korelasi parsial, koefisien determinasi, uji regresi linier berganda, dan uji hipotesis (Uji t dan F).

Dari hasil uji t parsial untuk variabel Promosi (X_1) diperoleh $t_{hitung} = 2.482 > 1,984 t_{tabel}$. Maka $H_0 =$ Ditolak dan $H_a =$ Diterima. Jadi terdapat pengaruh promosi terhadap keputusan pembelian. Presentase pengaruh promosi terhadap keputusan pembelian sebesar 23,2%. serta hasil uji t parsial untuk variabel harga (X_2) diperoleh $t_{hitung} = 7.240 > t_{tabel} = 1,677$. Maka $H_0 =$ Ditolak dan $H_a =$ Diterima. Jadi terdapat pengaruh harga terhadap keputusan pembelian. Presentase pengaruh harga terhadap keputusan pembelian sebesar 67,6%. Untuk hasil uji F untuk variabel promosi (X_1) dan harga (X_2) diperoleh $F_{hitung} = 172.056 > F_{tabel}(97)$ sebesar 3.09. Maka $H_0 =$ Ditolak dan $H_a =$ Diterima.

Jadi terdapat pengaruh Promosi dan Harga terhadap Keputusan pembelian motor Honda scoopy di dealer wahana cisoka. Presentase pengaruh Promosi dan Harga terhadap Keputusan pembelian motor Honda scoopy di dealer wahana cisoka sebesar 77,6 % sedangkan sisanya 22,4% dipengaruhi oleh faktor lain.

ABSTRACT

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THE EFFECT OF PROMOTION AND PRICE ON THE DECISION TO PURCHASE HONDA SCOOBY MOTORCYCLES AT WAHANA CISOKA KEBUPATEN TANGERANG DEALERS.

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Keywords: Promotion, Pricing and Purchasing Decisions

(xiii+ 128 + attachments)

This research aims to analyze and find out the effect of Promotion and Price capabilities on the decision to purchase a scooby Honda motorcycle at a cisoka vehicle dealer. The sample used by the authors in this study as many as 100 respondents, The technique used in sampling in this study is purposive sampling In this study data analysis using the help of SPSS version 23. The data testing techniques conducted in this study are validity test, reliability test, normality test, partial correlation analysis, determination coefficient, multiple linear regression test, and hypothesis test (t and F test).

1,984 ttabel. Then H_0 = Rejected and H_a = Accepted. So there is a promotional influence on purchasing decisions. The percentage of promotional influence on purchasing decisions is 23.2%. as well as the results of the partial t test for variable price (X_2) obtained $t_{hitung} = 7,240 > t_{tabel} = 1,677$. Then H_0 = Rejected and H_a = Accepted. So there is a price influence on the purchase decision. The percentage of price influence on purchasing decisions is 67.6%. For F test results for promotional variables (X_1) and prices (X_2) obtained $F_{hitung} = 172,056 > F_{tabel} (97)$ of 3.09. Then H_0 = Rejected and H_a = Accepted.

So there is an effect of Promotion and Price on the decision to purchase a scooby Honda motorcycle at a cisoka vehicle dealer. The percentage of the influence of Promotion and Price on the decision to purchase a scooby Honda motorcycle at a cisoka vehicle dealer amounted to 77.6% while the remaining 22.4% was influenced by other factors.