

PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN RUMAH SUBSIDI DI KECAMATAN BULELENG

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ABSTRAK

Studi ini pun dilaksanakan melalui tujuan mengujikan pengaruh promosi dan harga terhadap keputusan pembelian, baik dengan simultan ataupun parsial. Rancangan studi yang digunakan yakni kuantitatif kausal. Penelitian ini dilaksanakan melalui penggunaan *probability sampling* melalui teknik sampel *proportional stratified random sampling* untuk menentukan sampel. Total sampel yang digunakan yaitu 100 responden. Instrumen yang digunakan adalah kuesioner dan teknik analisis data dilaksanakan melalui analisis regresi linier berganda. Hasil temuan inipun membuktikan bahwasanya secara simultan dan parsial promosi dan harga berpengaruh signifikan terhadap keputusan pembelian rumah subsidi di Kecamatan Buleleng.

Kata Kunci: Promosi, Harga, Keputusan Pembelian

Abstract

This study also has the objective of examining the effect of promotion and price on purchasing decisions, either simultaneously or partially. The research design used is causal quantitative. Even this study was carried out using the probability sampling method through the proportional stratified random sampling technique in determining the sample. The number of samples tested in this study is 100 respondents. The instrument used was a questionnaire and the data analysis technique adopted was multiple linear regression analysis. The results of this study also prove that (1) promotion and price have a significant positive effect on purchasing decisions, (2) promotion has a significant positive effect on purchasing decisions, and (3) prices have a significant positive effect on purchasing decisions on subsidized housing in Buleleng District.

Keywords : *price, promotion, purchase decision*