

PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KOPI BUBUK CAP MAWAR PADA MASYARAKAT DI DESA BANYUATIS

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga terhadap keputusan pembelian, (2) pengaruh promosi terhadap keputusan pembelian, dan (3) pengaruh harga dan promosi terhadap keputusan pembelian. Populasi dalam penelitian ini, yakni masyarakat di Desa Banyuatis yang berjumlah 3.406 orang. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *purposive sampling* dengan jumlah sampel yang dipergunakan sebanyak 120 orang. Metode pengumpulan data menggunakan kuesioner dan dianalisis menggunakan analisis regresi linier berganda. Uji hipotesis menggunakan uji t dan uji F yang diolah dengan bantuan perangkat *software Statistical Package for The Social Science (SPSS)* versi 25. Hasil penelitian menunjukkan bahwa: (1) harga berpengaruh positif dan signifikan terhadap keputusan pembelian kopi bubuk Cap Mawar, (2) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian kopi bubuk Cap Mawar, dan (3) harga dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian kopi bubuk Cap Mawar.

Kata Kunci : Harga, Promosi, Keputusan Pembelian

ABSTRACT

This study aims to find out: (1) the influence of price on purchase decisions, (2) the influence of promotion on purchase decisions, and (3) the influence of price and promotion on purchase decisions. The population in this study is the community in Banyuatis Village which amounts to 3,406 people. The sampling technique in this study uses the purposive sampling technique with the number of samples used as many as 120 people. The data collection method used a questionnaire and was analyzed using multiple linear regression analysis. The hypothesis test used the t-test and the F-test which were processed with the help of the Statistical Package for The Social Science (SPSS) software device version 25. The results of the study show that: (1) price has a positive and significant effect on the purchase decision of Cap Mawar ground coffee, (2) promotion has a positive and significant effect on the purchase decision of Cap Mawar coffee powder; and (3) price and promotion have a positive and significant effect on the purchase decision of Cap Mawar ground coffee.

Keyword: Price, Promotion, Purchase Decision