

PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN TIKET BUS AKAP GUNUNG HARTA DI KABUPATEN BULELENG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) pengaruh harga terhadap keputusan pembelian tiket bus AKAP gunung harta di Kabupaten Buleleng, (2) pengaruh promosi terhadap keputusan pembelian tiket bus AKAP gunung harta di Kabupaten Buleleng, (3) pengaruh harga dan promosi terhadap keputusan pembelian tiket bus AKAP gunung harta di Kabupaten Buleleng. Populasi dalam penelitian ini adalah seluruh Masyarakat di Kabupaten Buleleng yang tidak diketahui secara pasti jumlahnya dengan kriteria minimal melakukan pembelian tiket bus AKAP gunung harta satu kali, sedangkan sampel penelitian berjumlah 140 responden Metode pengumpulan data menggunakan kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh positif harga terhadap keputusan pembelian tiket bus AKAP gunung harta di Kabupaten Buleleng (2) terdapat pengaruh positif promosi terhadap keputusan pembelian tiket bus AKAP gunung harta di Kabupaten Buleleng (3) terdapat pengaruh positif harga dan promosi terhadap keputusan pembelian tiket bus AKAP gunung harta di Kabupaten Buleleng.

Kata Kunci: harga, promosi, keputusan pembelian

***THE INFLUENCE OF PRICE AND PROMOTION ON PURCHASING
DECISIONS FOR GUNUNG HARTA INTER-PROVINCIAL BUS TICKETS
IN BULELENG REGENCY***

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ABSTRACT

This study aims to determine (1) the influence of price on the purchasing decision of AKAP Gunung Harta bus tickets in Buleleng Regency, (2) the influence of promotion on the purchasing decision of AKAP Gunung Harta bus tickets in Buleleng Regency (3) the influence of price and promotion on the purchasing decision of AKAP Gunung Harta bus tickets in Buleleng Regency. The population in this study is the entire community in Buleleng Regency whose exact number is unknown, with the criteria of having purchased an AKAP Gunung Harta bus ticket at least once, while the research sample consisted of 140 respondents. Data collection methods used questionnaires and were analyzed using multiple linear regression. The research results show that (1) there is a positive influence of price on the purchasing decision of AKAP Gunung Harta bus tickets in Buleleng Regency, (2) there is a positive influence of AKAP Gunung Harta bus tickets in Buleleng Regency (3) there is a positive influence of price and promotion on the purchasing decision of AKAP Gunung Harta bus tickets in Buleleng Regency.

Keywords: *price, promotion, purchasing decision*