

ABSTRAK

Sely Yuliana, 2023 : Pengaruh promosi, persepsi harga, dan daya tarik terhadap keputusan pembelian pada cicilan emas pegadaian cp bukit bestari

Penelitian ini bertujuan untuk menjelaskan pengaruh promosi, persepsi harga, dan daya tarik terhadap keputusan pembelian pada cicilan emas pegadaian cp bukit bestari. Populasi dalam penelitian ini adalah sebanyak 106 orang nasabah pegadaian cp bukit bestari yang pernah melakukan sistem cicilan emas. pengambilan sampel dengan teknik sampel jenuh, maka jumlah sampel sebanyak 106 orang nasabah pegadaian cp bukit bestari yang pernah menggunakan sistem cicilan emas. jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengumpulan data yakni melalui *interview* (wawancara), kuesioner (angket), observasi (pengamatan). Data analisis menggunakan analisis asumsi klasik, analisis regresi berganda, uji hipotesis, dan analisis koefisien determinasi. Hasil uji parsial menunjukkan bahwa variabel promosi tidak berpengaruh terhadap keputusan pembelian, variabel persepsi harga berpengaruh terhadap keputusan pembelian, variabel daya tarik berpengaruh terhadap keputusan pembelian. Sedangkan variabel promosi, persepsi harga, dan daya tarik kurang efektif berpengaruh signifikan terhadap keputusan pembelian. hasil uji F diperoleh nilai F_{hitung} 11,784 dengan nilai signifikansi yakni 0.000 mengidentifikasi bahwa variabel promosi, persepsi harga, daya tarik kurang efektif berpengaruh secara simultan terhadap keputusan pembelian. Berdasarkan hasil uji determinasi, sekitar 47,6% variabel keputusan pembelian dipengaruhi oleh variabel promosi, persepsi harga, dan daya tarik kurang efektif. Sisanya 52,4% dipengaruhi oleh faktor lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci : promosi, persepsi harga, daya tarik, keputusan pembelian

ABSTRACT

Sely Yuliana, 2023 : *The effect of promotion, price perception, and attractiveness on purchasing decisions on the Bukit Bestari cp pawn shop gold installments*

This study aims to explain the effect of promotion, price perception, and attractiveness on purchasing decisions on Pegadaian CP Bukit Bestari gold installments. The population in this study were 106 customers of CP Bukit Bestari pawnshops who had made a gold installment system. sampling using the saturated sample technique, the total sample is 106 customers of CP Bukit Bestari pawnshops who have used the gold installment system. This type of research is quantitative research with data collection techniques namely through interviews (interviews), questionnaires (questionnaire), observation (observation). Data analysis using classical assumption analysis, multiple regression analysis, hypothesis testing, and analysis of the coefficient of determination. The results of the partial test show that the promotion variable has no effect on the purchase decision, the perceived price variable has an effect on the purchase decision, the attractiveness variable has an effect on the purchase decision. Meanwhile, promotion variable, perceived price, and less effective attractiveness have a significant effect on purchasing decisions. the results of the F test obtained a Fcount of 11.784 with a significance value of 0.000 identifying that the variables of promotion, price perception, attractiveness are less effective simultaneously influencing purchasing decisions. Based on the results of the determination test, about 47.6% of the purchasing decision variable is influenced by the promotion, price perception, and less effective attractiveness variables. The remaining 52.4% is influenced by other factors not explained in this study.

Keywords : *promotion, price perception, attractiveness, purchase decision*