

A B S T R A K

Penelitian ini bertujuan untuk mengetahui pengaruh produk, persepsi harga, promosi dan lokasi terhadap keputusan pembelian dengan studi kasus di PT Mustika Hadi Asri Perumahan Vila Rizki Ilhami. Produk, Persepsi harga, Promosi dan Lokasi menjadi variabel Independen, keputusan pembelian menjadi variabel dependen. Dalam penelitian ini, pengumpulan data dilakukan melalui metode survey. Kuesioner di sebar kepada pelanggan PT Mustika Hadi Asri Perumahan Vila Rizki Ilhami. Sampel yang digunakan menggunakan metode *purposive sample*. Dari hasil pengolahan data didapatkan variabel Produk tidak berpengaruh terhadap variabel Keputusan pembelian, sedangkan variabel persepsi harga berpengaruh terhadap keputusan pembelian. Promosi berpengaruh terhadap keputusan pembelian sedangkan lokasi tidak berpengaruh terhadap keputusan pembelian. Secara simultan keempat variabel produk, persepsi harga, promosi dan lokasi berpengaruh terhadap keputusan pembelian. Kesimpulan dari penelitian ini, untuk dapat mempengaruhi keputusan pembelian PT Mustika Hadi Asri Perumahan Vila Rizki Ilhami, perusahaan harus focus terhadap produk, persepsi harga, promosi dan lokasi untuk mempertahankan keunggulan dari perumahan Vila Rizki Ilhami.

Kata kunci :Produk, Persepsi Harga, Promosi, Lokasi, Keputusan Pembelian

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The purpose of this study is to analyze the effect of product, price perception, promotion and location influence on the repurchase decision PT Mustika HadiAsri Vila Rizkillhami. The Independent variable were product, price perception, promotion and location. While the decision to repurchase is an dependent variable. Primary data were collected by using questioner .Using purposive sampling, total 150 samples were obtained from the customers of PT Mustika HadiAsri Vila Rizki. From the results of the data processing,product has not influenced the decision to repurchase, While the price has influenced the decision to repurchase, th promotion also has influenced the decision to purchase, while the location has not influenced the decision to purchase .product, price perception, promotion and location simultaneously influence on purchasing decisionsThe conclusion of this study, in order to the repurchase of the customers, the companies should focus on product, price perception, promotion and location maintain the superiority of Vila Rizkillhami.

Keywords : Product, Price Perception, Location, Purchasing Decisions



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