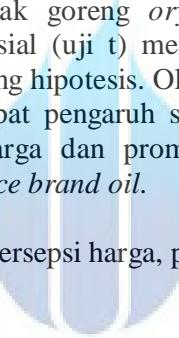


ABSTRAK

Penelitian ini untuk mengetahui pengaruh kualitas produk, persepsi harga dan promosi terhadap keputusan pembelian. Objek penelitian ini adalah konsumen yang menggunakan minyak goreng *oryza grace rice brand oil*, khususnya pada Rumah Sakit Jakarta Heart Center, Rumah Sakit HGA Depok dan Rumah Sakit Puri Cinere. Penelitian ini dilakukan terhadap 205 responden Metode analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa secara parsial, variabel kualitas produk berpengaruh terhadap keputusan pembelian minyak goreng *oryza grace rice brand oil*, persepsi harga berpengaruh terhadap keputusan pembelian minyak goreng *oryza grace rice brand oil* dan promosi berpengaruh terhadap keputusan pembelian minyak goreng *oryza grace rice brand oil*. Hal ini dibuktikan dari hasil uji parsial (uji t) menunjukkan nilai signifikan dari tiga variabel bebas yang mendukung hipotesis. Oleh karena itu, hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh secara bersama-sama antara variabel kualitas produk, persepsi harga dan promosi terhadap keputusan pembelian minyak goreng *oryza grace rice brand oil*.

Kata kunci: kualitas produk, persepsi harga, promosi dan keputusan pembelian.



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ABSTRACT

This study was to determine the effect of product quality, perceived price and promotion on purchase decisions. The object of this study is that consumers use cooking oil grace Oryza rice brand oil, especially in Jakarta Hospital Heart Center, Hospital and Hospital HGA Depok Puri Cinere. This study was conducted on 205 respondents Data analysis method used is multiple linear regression analysis.

The results of this study indicate that partial, variable product quality influence on purchase decisions cooking oil Oryza grace rice brand oil, perception of price influence on purchase decisions cooking oil Oryza grace rice brand oil and promotions influence on purchase decisions cooking oil Oryza grace rice brand oil. This is evidenced from the results of the partial test (t test) demonstrated the significant value of the three independent variables that support the hypothesis. Therefore, the test results of this study stated that there are significant jointly between the variable quality of product, price and promotion perceptions on purchase decisions grace Oryza rice cooking oil brand oil.

Keywords: product quality, perceived price, promotion and purchasing decisions.

