

ABSTRACT

This research made to determine the effect of product quality, perceived price, promotion, and distribution of the furniture purchasing decisions on CV. HR Mebel. The object of this research is the consumers who make purchases of furniture and knowing CV. HR Mebel Depok. The population in this study is consumers that buy furniture in CV. HR Mebel Depok is around 100 respondents. Data collection techniques in this research is using questionnaire technique or questionnaire with quantitative descriptive analysis method. These study results indicates the existence of positive and significant influence between Perception of Price and Promotion of the Purchase Decision on the CV. HR Mebel Depok.

Keyword : Product Quality, Perception Price, Promotion, Distribution Channel, Purchase Decision



ABSTRAK

Penelitian ini untuk mengetahui pengaruh kualitas produk, persepsi harga, promosi, dan distribusi terhadap keputusan pembelian mebel pada CV. HR Mebel. Populasi dalam penelitian adalah konsumen yang membeli Mebel di CV. HR Mebel Depok sebanyak 100 responden. Teknik pengumpulan data dalam penelitian ini yaitu menggunakan teknik kuesioner atau angket dengan metode analisis deskriptif kuantitatif. Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan antara Persepsi Harga dan Promosi terhadap Keputusan Pembelian pada CV. HR Mebel Depok.

Kata Kunci : Kualitas Produk, Persepsi Harga, Promosi, Saluran Distribusi, Keputusan Pembelian

