

## **ABSTRACT**

*This study aims to examine and analyze the relationship between price, product, promotion, and brand image, partially or simultaneously against the decision of placing an advertisement in PIBI POP. This research is applying a descriptive-quantitative approach and using judgemental sampling method. The population in this study are the decision makers, the one who take decision about placing an advertisement in PIBI POP directory. Of 834 persons, 278 persons were chosen to fill the questioners. The data that has been collected was then analyzed by using mean value, multiple linear regression, kendall tau correlation, kendall W concordance. The results to partial kendall tau correlation analysis, the relation between price, product, and promotion to a decision on placing an advertisement in PIBI POP is low with positive and significant direction. On the other hand, brand image has a medium correlation with positive and significant direction to a decision on placing an advertisement in PIBI POP. Kendall W test result show that price, product, promotion, and brand image correlation to a decision on placing an advertisement in PIBI POP is strong with positif and significant connection.*

*Keywords: Decision to advertise, Price, Product, Promotion, and Brand Image.*



## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis hubungan harga, produk, promosi dan citra merek terhadap keputusan pemasangan iklan di PIBI POP. Pendekatan dalam penelitian ini adalah pendekatan deskriptif kuantitatif, dengan pengambilan contoh teknik *judgemental sampling*. Populasi dalam penelitian ini adalah para pengambil keputusan untuk beriklan di majalah direktori PIBI POP. Dari 834 orang terpilih 278 responden yang diminta pendapatnya melalui kuesioner. Analisis data menggunakan nilai rata-rata, regresi linear berganda, korelasi *kendall tau*, konkordansi *kendall W*. Berdasarkan hasil analisis korelasi *kendall tau* secara parsial didapatkan bahwa hubungan harga, produk, promosi terhadap keputusan pemasangan iklan di PIBI POP adalah rendah dengan arah hubungan positif dan signifikan. Sedangkan citra merek memiliki hubungan sedang dengan arah hubungan positif dan signifikan terhadap keputusan pemasangan iklan di PIBI POP. Hasil uji *kendall W* didapatkan bahwa secara simultan hubungan harga, produk, promosi, dan citra merek terhadap keputusan pemasangan iklan di PIBI POP adalah kuat dengan arah hubungan positif dan signifikan.

Kata Kunci: Keputusan pemasangan iklan, Harga, Produk, Promosi dan Citra Merek.

