

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, kualitas produk dan promosi terhadap keputusan pembelian Toyota New Avanza. Penelitian ini dilakukan terhadap 130 responden dengan pendekatan kuantitatif. Teknik pengambilan sampel dalam penelitian ini menggunakan *nonprobability sampling* dengan *judgmental sampling* yaitu responden yang membeli Toyota New Avanza. Teknik pengumpulan data dengan menyebarluaskan kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian,

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



ABSTRACT

The research aims to determine the impact of price perception, product quality and promotion to the purchase decision of Toyota New Avanza. This study was conducted against 130 respondents with a quantitative approach. Eudora retrieval technique in this study used nonprobability sampling with sampling judgmental that is the respondent who bought Toyota New Avanza. Data collection techniques by spreading questionnaires. The data analysis method used is a linear regression analysis. The results of research perception of prices positively and significantly affect purchasing decisions, the quality of products positively and significantly influence the purchasing decision, and the promotion positively and significantly affect the purchasing decision,

Keywords: perception of price, product quality, promotion, purchase decision

