

ABSTRACT

This study aims to analyze the effect of product innovation, price perceptions and promotions on purchasing decisions of property at PT. Summarecon Serpong. The object of this research is consumers who have purchased property in Summarecon Serpong. This research was conducted on 120 respondents and used survey techniques with questionnaires. This type of research is quantitative causal with a non probability purposive type. Data analysis method uses Variance Based Structural Equation Modeling Partial Least Square (PLS). The results of the study prove that product innovation has a positive and significant effect on purchasing decisions. Price perception has a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions.

Keywords: Product Innovation, Price Perception, Promotion, Partial Least Square (PLS).



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh inovasi produk, persepsi harga dan promosi terhadap keputusan pembelian properti pada PT. Summarecon Serpong. Objek penelitian ini adalah konsumen yang telah membeli properti di Summarecon Serpong. Penelitian ini dilakukan terhadap 120 responden dan menggunakan teknik survey dengan alat penyebaran kuesioner. Jenis penelitian ini adalah kuantitatif kausal dengan jenis *non probability purposive*. Metode analisis data menggunakan *Variance Based Structural Equation Modeling Partial Least Square (PLS)*. Hasil penelitian membuktikan bahwa inovasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : Inovasi Produk, Persepsi Harga, Promosi, *Partial Least Square (PLS)*.

