

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh promosi terhadap keunggulan bersaing, persepsi harga terhadap keunggulan bersaing, citra merek terhadap keunggulan bersaing, promosi terhadap keputusan pembelian, persepsi harga terhadap keputusan pembelian, citra merek terhadap keputusan pembelian dan keunggulan bersaing terhadap keputusan pembelian. Desain penelitian yang digunakan menggunakan kuantitatif asosiatif. Teknik pengambilan sampel menggunakan *purposive sampling* sebanyak 180 responden yang ada di wilayah Permata Hijau, Jakarta Selatan. Metode analisis data yang digunakan adalah *structural equation modeling*. Hasil penelitian adalah Promosi berpengaruh positif dan signifikan terhadap keunggulan bersaing, Persepsi harga berpengaruh positif dan signifikan terhadap keunggulan bersaing, Citra merek berpengaruh positif dan signifikan terhadap keunggulan bersaing, Promosi berhubungan negatif dan signifikan terhadap keputusan pembelian, Persepsi harga berpengaruh positif signifikan terhadap keputusan pembelian, Citra merek berpengaruh positif signifikan terhadap keputusan pembelian, Keunggulan bersaing berpengaruh positif signifikan terhadap keputusan pembelian

**Kata kunci:** promosi, persepsi harga, citra merek, keunggulan bersaing, keputusan pembelian.



## **ABSTRACT**

*This research is to find out the influence of promotion on competitive advantage, price perception of competitive advantage, brand image to competitive advantage, promotion of purchasing decisions, price perception of purchasing decisions, brand image of purchasing decisions and competitive advantage of purchasing decisions. Research design used using associative quantitative. Sampling techniques using purposive sampling as many as 180 respondents in the Permata Hijau area, South Jakarta. Data analysis method used is structural equation modeling. The results of the study are Promotions have a positive and significant effect on competitive advantage, Persepi price has a positive and significant effect on competitive excellence, brand image has a positive and significant effect on competitive excellence, Promotion has correlation negative and significant effect on purchasing decisions, Price perception has a significant positive effect on purchasing decisions, brand image has a significant positive effect on purchasing decisions, Competitive advantages have a significant positive effect on purchasing decisions*

**Keywords:** *promotion, price perception, brand image, competitive advantage, purchasing decision*



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