

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga dan promosi terhadap keputusan pembelian cat tembok mowilex pada PT Mowilex Indonesia di Jakarta. Variabel eksogen yang diteliti dalam penelitian ini adalah variabel persepsi harga dan promosi. Sedangkan keputusan pembelian menjadi variabel endogen. Pengumpulan data primer dilakukan melalui kuesioner dan menggunakan sampel *purposive* dengan total sampel 200 pelanggan PT Mowilex Indonesia di Jakarta. Dari hasil pengolahan data didapatkan variabel persepsi harga dan promosi berpengaruh terhadap variabel keputusan pembelian. Kesimpulan dari penelitian ini, untuk dapat mempengaruhi keputusan pembelian, perusahaan harus fokus pada persepsi harga terutama pada dimensi persepsi biaya serta harus fokus pada promosi terutama pada dimensi *sales promotion*.

Kata kunci : persepsi harga, promosi dan keputusan pembelian.



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ABSTRACT

The purpose of this study is to analyze the effect of perceived price, and promotion and its impact on the purchasing decisions at PT Mowilex Indonesia in Jakarta. The exogenous variables were examined in this study are the perceived price and promotion. While purchasing decisions was an endogenous variable. Primary data were collected by using questioner. Using purposive sampling, total 165 samples were obtained from the customers of PT Mowilex Indonesia in Jakarta. From the results of the data processing, the perceived price and promotion variables affected to purchasing decisions variable. The conclusion of this study, in order to influence purchasing decisions, companies should focus on perceived price, especially in the dimension of perception of costs. And should focus on promotion especially in the dimension of sales promotion.

Keywords : *perceived price, promotion and purchasing decisions.*



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