

ABSTRACT

The purpose of this study was to analyze the effect of Product, Price, Place and Promotion partially and simultaneous to the Purchase Decision Mitsubishi machine at PT. Tachibana Sales Indonesia. The population of 35 were analyzed using multiple linear regression analysis. Results of this study found that product, price, place and promotion simultaneously influence the purchasing decisions Mitsubishi machine at PT. Tachibana Sales Indonesia. Partially, product, price, place and promotion of positive and significant impact on purchasing decisions Mitsubishi machine at PT. Tachibana Sales Indonesia. In this study, the promotion is variable dominant influence. It can be concluded that product, price, place and promotion affect to the purchase decision of Mitsubishi machine at PT. Tachibana Sales Indonesia

Keywords: Product, Price, Place and Promotion To Purchasing Decision



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh produk, harga, tempat dan promosi secara parsial dan simultan terhadap keputusan pembelian mesin *Mitsubishi* di PT. Tachibana Sales Indonesia. Populasi sebanyak 35 dianalisis menggunakan analisis regresi linear berganda. Hasil dari penelitian ini didapat bahwa produk, harga, tempat, dan promosi secara simultan berpengaruh terhadap keputusan pembelian mesin *Mitsubishi* di PT. Tachibana Sales Indonesia. Secara parsial, produk, harga, tempat dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian mesin *Mitsubishi* di PT. Tachibana Sales Indonesia. Dalam penelitian ini, promosi merupakan variable yang dominan pengaruhnya. Dengan demikian dapat disimpulkan bahwa produk, harga, tempat dan promosi berpengaruh terhadap keputusan pembelian mesin *Mitsubishi* di PT. Tachibana Sales Indonesia.

Kata kunci : Produk, Price, Place dan Promotion terhadap Keputusan Pembelian

