

ABSTRACT

This research aims to know the influence of perceived price and after sales services on buying decision of AC Split Wall Mounted Daikin in PT. Sthira. The object for this research is customer who buy a daily activities product which is AC Split Wall Mounted. This research was done to 150 respondents by using causal analysis method and quantitative approach. This research uses SEM (Structural Equation Modeling) technic analysis.

The result of this research shows that perceived price has not influence and significant on buying decision of AC Split Wall Mounted Daikin in PT. Sthira with the t-value is 0.29 smaller than 1.96. Meanwhile after sales services have positive and significant influence on buying decision with t-value is 5.65.

Keywords: Perceived Price, After Sales Services, Buying Decision, Daikin, AC Split Wall Mounted.



ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh persepsi harga dan layanan purna jual terhadap keputusan pembelian AC split wall mounted merek Daikin di PT. Sthira. Objek penelitian ini adalah konsumen yang membeli AC sebagai penunjang dalam aktivitas sehari-hari. Penelitian ini dilakukan terhadap 150 responden dengan menggunakan metode analisis kausal dan pendekatan kuantitatif. Pengolahan data penelitian menggunakan teknik analisis SEM (*Structural Equation Modeling*).

Hasil penelitian ini menunjukkan bahwa variabel persepsi harga tidak berpengaruh dan signifikan terhadap keputusan pembelian AC split wall mounted merek Daikin di PT. Sthira, dengan dibuktikan *t-value* sebesar 0.29 lebih kecil dari 1.96. Sedangkan variabel layanan purna jual berpengaruh positif dan signifikan terhadap keputusan pembelian dengan *t-value* sebesar 5.65.

Kata kunci: Persepsi Harga, Layanan Purna Jual, Keputusan Pembelian, Daikin, AC Split Wall Mounted.

