

## Abstrak

Herlambang 2019,” Pengaruh Promosi Dan Harga terhadap Keputusan Pembelian Gas Elpiji yang berdampak Kepada Kepuasan Konsumen Di PT. Aji Sakti Karsa Utama Sidoarjo.” Dengan hrumusan masalah :.Apakah Promosi berpengaruh terhadap Kepuasan Konsumen Di PT. Aji Sakti Karsa Utama Sidoarjo?. Apakah Harga berpengaruh terhadap Kepuasan Konsumen Di PT. Aji Sakti Karsa Utama Sidoarjo? Apakah Promosi berpengaruh terhadap Keputusan Pembelian Gas Elpiji Di PT. Aji Sakti Karsa Utama Sidoarjo? Apakah Harga berpengaruh terhadap Keputusan Pembelian Gas Elpiji Di PT. Aji Sakti Karsa Utama Sidoarjo?. Apakah Promosi dan Harga berpengaruh terhadap Kepuasan Konsumen Di PT. Aji Sakti Karsa Utama Sidoarjo melalui Keputusan Pembelian Gas Elpiji ?Dan hasil penelitiannya adalah : Pengaruh Secara Langsung. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Promosi Terhadap Keputusan Pembelian sebesar  $0,04 < 0,05$ . Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan X1 terhadap Z. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Harga (X2) Terhadap Keputusan Pembelian (Z) sebesar  $2,568 < 0,05$ . Sehingga dapat disimpulkan bahwa secara langsung terdapat tidak pengaruh signifikan X2 terhadap Z. Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Promois (X1) Terhadap Kepuasan Konsumen (Y) T lebih besar  $0,05$ . Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan Variabel Promosi (X1) terhadap Kepuasan Konsumen (Y).Berdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Harga (X2) Terhadap Kepuasan Kosnumen (Y) lebih besar  $0,05$ . Sehingga dapat disimpulkan bahwa secara langsung terdapat pengaruh signifikan Harga (X2) Terhadap Kepuasan Konsumen (Y).Pengaruh secara tidak langsungBerdasarkan hasil analisis koefisien jalur diatas, tampak bahwa pengaruh variabel Promosi (X1), Harga (X2) Terhadap Keputusan Pembelian (Z) serta dampaknya pada Kepuasan Konsumen (Y) T lebih besar  $0,05$ . Sehingga dapat disimpulkan bahwa secara tidak langsung terdapat pengaruh signifikan variabel Promosi (X1), Harga (X2) Terhadap Keputusan Pembelian (Z) serta dampaknya pada Kepuasan Konsumen (Y).

**Kata kunci** : Promosi, Harga, Keputusan Pembelian dan Kepuasan Konsumen.

## **Abstract**

Herlambang 2019, "*The Influence of Promotion and Prices on LPG Gas Purchase Decisions that have an impact on Consumer Satisfaction at PT. Aji Sakti Karsa Utama, Tambak Sawah Village, Waru Sub-District, Sidoarjo.*" With the problem solving: 1. Does Promotion affect Customer Satisfaction at PT. Aji Sakti Karsa Utama Sidoarjo? 2. Does Price affect Customer Satisfaction at PT. Aji Sakti Karsa Utama Sidoarjo? 3. Does Promotion affect the LPG Gas Purchase Decisions at PT. Aji Sakti Karsa Utama Sidoarjo? 4. Does the price affect the LPG Gas Purchase Decision at PT. Aji Sakti Karsa Utama Sidoarjo? 5. Does Promotion and Price affect Customer Satisfaction at PT. Aji Sakti Karsa Utama Sidoarjo District through Decision to Purchase LPG Gas? And the results of his research are: *Direct Influence* Based on the results of the path coefficient analysis above, it appears that the effect of the Promotion variable on Purchasing Decisions is  $0.04 < 0.05$ . So that it can be concluded that directly there is a significant effect of X1 on Z. Based on the results of the path coefficient analysis above, it appears that the effect of the Price variable (X2) on Purchasing Decisions (Z) is  $2.568 < 0.05$ . So it can be concluded that directly there is no significant effect of X2 on Z. Based on the results of the path coefficient analysis above, it appears that the Promois variable (X1) effect on Consumer Satisfaction (Y) T is greater than 0.05. So it can be concluded that directly there is a significant effect of Promotion Variable (X1) on Consumer Satisfaction (Y). Based on the results of the path coefficient analysis above, it appears that the effect of the Price variable (X2) on Customer Satisfaction (Y) is greater than 0.05. So that it can be concluded that directly there is a significant effect of Price (X2) on Consumer Satisfaction (Y). *Indirect influence* Based on the results of the path coefficient analysis above, it appears that the effect of the Promotion variable (X1), Price (X2) on Purchase Decisions (Z) and its impact on Consumer Satisfaction (Y) T is greater than 0.05. So it can be concluded that indirectly there is a significant effect of Promotion variable (X1), Price (X2) on Purchase Decision (Z) and its impact on Consumer Satisfaction (Y).

**Keywords:** Promotion, Price, Purchase Decision and Consumer Satisfaction.