

PENGARUH PERSEPSI HARGA, PROMOSI, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK DAIHATSU SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk memahami Pengaruh perspsi harga, promosi, dan kualitas pelayanan terhadap keputusan pembelian, secara segmental dan simultan. Penelitian ini merupakan penelitian kuantitatif. Populasi penelitian ini adalah seluruh pelanggan produk Daihatsu Surabaya. Sampel penelitian diambil sebanyak 100 reponden dengan teknik *accidental sampling*. Data diambil dengan menggunakan kuisioner. Analisis data penelitian ini menggunakan regersi linier berganda. Dari hasil analisis regersi linier berganda dengan bantuan SPSS diperoleh hasil yang menunjukkan bahwa persepsi harga, promosi, dan kualitas pelayanan berPengaruh signifikan terhadap keputusan pembelian produk Daihatsu Surabaya secara segmental dan simultan

Kata kunci : persepsi harga, promosi, kualitas pelayanan, keputusan pembelian

**THE EFFECT OF PRICE PERCEPTION, PROMOTION, AND SERVICE
QUALITY ON THE PURCHASE DECISION AT PT ASTRA INTERNATIONAL
DAIHATSU SURABAYA**

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ABSTRACT

This study aims to determine the effect of price perception, promotion, and service quality on purchasing decisions, partially and simultaneously. This research is a quantitative research. The population of this research is all customers of Daihatsu Surabaya products. The research sample was taken as many as 100 respondents with accidental sampling technique. Data was taken by using a questionnaire. The data analysis of this research used multiple linear regression. From the results of multiple linear regression analysis with the help of SPSS, the results show that perceptions of price, promotion, and service quality have a significant effect on purchasing decisions for Daihatsu Surabaya products partially and simultaneously.

Keywords: *price perception, promotion, service quality, purchasing decision*