

ABSTRAK

PENGARUH PROMOSI, HARGA, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN *LIQUID VAPOR BREW.OX JUICE* DI SURAKARTA

Sinta Anggraini (1)

Dra. Nunuk Herawati, MM, MH (2)

E-mail: sintaanggraini123@gmail.com

Program Studi Manajemen

STIE-AUB Surakarta

Tujuan dari penelitian ini untuk mengetahui pengaruh promosi, harga dan citra merek terhadap keputusan pembelian *Liquid Vapor Brew.ox Juice* di Surakarta.

Penelitian ini dilakukan dengan menggunakan kuesioner terhadap 100 responden konsumen produk *Liquid Vapor Brew.ox Juice* yang diperoleh dengan menggunakan teknik pengambilan sampel yaitu *non probability sampling* dengan jenis metode yang digunakan yaitu *convenience sampling*. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa analisis kualitatif dan kuantitatif, uji asumsi klasik, regresi linear berganda, uji t, F, dan uji koefisien (R^2). Berdasarkan hasil analisis menunjukkan bahwa uji validitas dan reliabilitas terhadap seluruh item pertanyaan yang diajukan terbukti valid dan reliabel. Hasil uji asumsi klasik menunjukkan bahwa penelitian ini terdistribusi secara normal, tidak terjadi multikolinieritas, heteroskedastisitas, dan autokorelasi pada model regresi.

Hasil penelitian menunjukkan bahwa secara parsial promosi berpengaruh positif dan signifikan terhadap keputusan pembelian ditunjukkan dengan nilai signifikansi sebesar 0,054. Untuk variabel harga secara parsial berpengaruh positif dan tidak signifikan terhadap keputusan pembelian ditunjukkan dengan nilai signifikansi sebesar 0,339. Sedangkan untuk variabel citra merek secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian ditunjukkan dengan nilai signifikansi sebesar 0,035. Hasil uji determinasi (R^2) menunjukkan didapatkan hasil sebesar 0,165 yang berarti keputusan pembelian mampu dijelaskan oleh variabel promosi, harga, dan citra merek sebesar 16,5% sedangkan sisanya 83,5% dijelaskan oleh variabel lain yang tidak ikut di observasi antara lain: kualitas layanan, lokasi, produk, dan lain-lain. Variabel citra merek adalah variabel yang paling dominan dari tiga variabel independen yang berpengaruh terhadap keputusan pembelian *Liquid Vapor Brew.ox Juice* di Surakarta.

Kata kunci: Promosi, Harga, Citra Merek, dan Keputusan Pembelian

ABSTRACT

THE EFFECT OF PROMOTIONS, PRICES, AND BRAND IMAGE ON PURCHASE DECISIONS IN LIQUID VAPOR BREW.OX JUICE IN SURAKARTA CITY

Sinta Anggraini (1)

Dra. Nunuk Herawati, MM, MH (2)

E-mail: sintaanggraini123@gmail.com

Program Studi Manajemen

STIE-AUB Surakarta

The purpose of this study was to determine the effect of promotion, price and brand image on the purchase decision of Liquid Vapor Brew.ox Juice in Surakarta.

This research was conducted using a questionnaire against 100 respondents of Liquid Vapor Brew.ox Juice products obtained by using a sampling technique that is non-probability sampling with the type of method used is convenience sampling. Then do the analysis of the data obtained in the form of qualitative and quantitative analysis, the classic assumption test, multiple linear regression, t test, F, and the coefficient test (R^2) Based on the results of the analysis shows that the validity and reliability test of all items raised questions proved to be valid and reliable. The classical assumption test results show that this study is normally distributed, there is no multicollinearity, heteroscedasticity, and autocorrelation in the regression model.

The results showed that the promotion partially had a positive and significant effect on purchasing decisions, indicated by a significance value of 0.054. For the variable price partially positive and not significant effect on purchasing decisions is indicated by a significance value of 0.339. As for the brand image variable partially positive and significant influence on purchasing decisions is indicated by a significance value of 0.035. Determination test results (R^2) showed that 0.165 results were obtained, which means that purchasing decisions were able to be explained by promotion variables, prices, and brand image by 16.5% while the remaining 83.5% was explained by other variables not included in the observation, among others : quality of service, location, products and more. The brand image variable is the most dominant variable of the three independent variables that influence the purchasing decision of Liquid Vapor Brew.ox Juice in Surakarta.

Keywords: *Promotion, Price, Brand Image, and Purchase Decision*