

## SUMMARY

# PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI MELALUI STAND PAMERAN DAN MUTU PRODUK TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN PRODUK FURNITURE UKIR JATI PADA PT. GUSTI PELITA

Created by JULI HANDAYANI

**Subject** : PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI  
MELALUI STAND PAMERAN DAN MUTU PRODUK  
TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN  
PRODUK FURNITURE  
UKIR JATI PADA PT. GUSTI PELITA

**Subject Alt** : PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI  
MELALUI STAND PAMERAN DAN MUTU PRODUK  
TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN  
PRODUK FURNITURE  
UKIR JATI PADA PT. GUSTI PELITA

**Keyword :** : PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI  
MELALUI STAND PAMERAN DAN MUTU PRODUK  
TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN  
PRODUK FURNITURE  
UKIR JATI PADA PT. GUSTI PELITA

### **Description :**

PT. Gusti Pelita is a company Carved teak Furniture Products is a growing and competitive company in its industry.

This researchs objectives are: 1) Obtain description of respondent opinion concerning every perception dimension on sale price, promotion through exhibition stand in Mall and product quality as well as visitor behaviour in Exhibition of carved teak Furniture Product in PT. Gusti Pelita. 2) Test empirically the effect of perception concerning sale price, promotion through exhibition stand in Mall, product quality with partial and simultaneously on visitor behavior in exhibition of furniture product of carved in PT. Gusti Pelita. 3) Test empirically factor having the most influential effect towards visitor behaviour in exhibition of furniture product of carved teak in PT. Gusti Pelita.

**Date Create** : 16/12/2014

**Type** : Text

**Format** : pdf

**Language** : Indonesian

**Identifier** : UEU-Master-undergraduate\_2005-01-042

**Collection** : undergraduate\_2005-01-042

**Call Number** : 658.1 JHp  
**Source** : magister these management of faculty  
**Relation Collection** Universitas Esa Unggul  
**COverage** : Civitas Akademika Universitas Esa Unggul  
**Right** : copyright2014\_Library@esaunggul

**Full file - Member Only**

If You want to view FullText...Please Register as MEMBER

**Contact Person :**

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid ( astrid.chrisafi@esaunggul.ac.id )

Supervisor