

**ABSTRAK**

Judul : Pengaruh Kualitas Produk, Harga, Promosi Terhadap Keputusan Pembelian Pada Perusahaan-perusahaan Migas di Indonesia

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Penjualan *Choke valve* Masterflo di Indonesia bahkan dunia mengalami pergerakan fluktuatif, akibatnya *Choke valve* Masterflo kalah dengan pesaingnya yang menjual produk *Choke valve* yang tidak jauh beda dengan Masterflo dari segi kualitas produk, harga dan promosi. Tujuan penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian *Choke valve* Masterflo. Teknik analisis data menggunakan Analisis Regresi Linear Berganda. Sampel yang diambil sebanyak 155 responden yakni seluruh perusahaan-perusahaan migas di Indonesia yang pernah membeli dan menggunakan *Choke valve* Masterflo. Penentuan sampel dengan teknik *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (1) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian *Choke valve* Masterflo, (2) Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian *Choke valve* Masterflo, (3) Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian *Choke valve* Masterflo, (4) Kualitas Produk, Harga, dan Promosi berpengaruh secara bersama-sama terhadap Keputusan Pembelian *Choke valve* Masterflo di Indonesia.

**Kata Kunci : Kualitas Produk, Harga, Promosi, dan Keputusan Pembelian.**

**ABSTRACT**

Title : *The effect of Product, Price, Promotion on Purchase Decisions of Choke Valve Masterflo Study of Oil and Gas Companies in Indonesia*

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*Sales of Masterflo Choke valves in Indonesia and even the world is experiencing fluctuating movements, consequently Masterflo Choke valves are inferior to competitors who sell Choke valve products that are not much different from Masterflo in terms of product quality, price and promotion. The purpose of this study aims to determine the effect of product quality, price, and promotion on the purchase decision of Masterflo Choke valve. Data analysis techniques using Multiple Linear Regression Analysis. Samples taken were 155 respondents, namely all oil and gas companies in Indonesia who had bought and used a Masterflo Choke valve. Determination of the sample with non-probability sampling techniques.*

*Based on the results of the study it can be concluded that (1) Product quality has a positive and significant effect on the purchase decision of Choke valve Masterflo, (2) Price has a positive and significant effect on the purchase decision of Choke valve Masterflo, (3) Promotion has a positive and significant effect on the purchase decision of Choke valve Masterflo, (4) Product Quality, Price, and Promotion jointly influence the purchase decision of Masterflo Choke valve in Indonesia.*

*Keywords: Product Quality, Price, Promotion, and Purchasing Decisions.*