

PENGARUH PESAN PROMOSI, PERSEPSI HARGA DI JAKCLOTH STORE TANGERANG TERHADAP KEPUTUSAN PEMBELIAN

¹Eki Yusuf Hsibullah ²Euis Nurul Bahriyah

¹UNIVERSITAS ESA UNGGUL, JAKARTA
²UNIVERSITAS ESA UNGGUL, JAKARTA

¹Ekisyusuf0103@gmail.com ²euis.nurul@esaunggul.ac.id

ABSTRAK

This study aims to determine the effect of Promotion, Price Perception in Tangerang Perkasa Jakcloth Store. Researchers use a quantitative approach with survey methods and have distributed questionnaires to 98 respondents, the results of Promotion (X1) of the majority of respondents were 84%, while the results of perceived price (X2) 85, % states strong results on purchasing decisions (Y) 83%. Based on the results of the study it can be concluded that the Big Influence of promotion and Price perception on purchasing decisions based on a partial Determinal Coefficient Test of 60.7% based on the statement on the item Promotion Questionnaire item that answers the most answered agreed on Item Number 1 "concerning the Reach of Promotion, Information about JackCloth Store Tangerang I can easily get "which means visitors can easily get information about Jakcloth Store Tangerang through social media, the Validity and Reliability Test results are greater than the R table shows that there is an influence in Jakcloth Store Tangerang. These results when associated with the hypothesis, Ho is rejected and Ha is accepted.

Kata Kunci : Pengaruh Promosi dan Persepsi Harga