

ABSTRACT

Trisna Kusnandar. Products, prices and Promotions of Purchase Avanza Veloz M/T (study on the user and the owner of the Avanza relic in Tangerang Veloz) (supervision by Jatmiko).

This research aims to know the influence of product, price and promotion against the purchasing decision. The independent variable in this study consists of product, price and promotion while the dependent variable is the purchasing decision.

Research methods used in sampling is a technique the Sampling Quota to the number of samples required 100 respondents originating from the dissemination of the questionnaire statements 37. Respondents to this study is the user and the owner of the avanza veloz relic in Tangerang. Methods of analysis used was Multiple Linear Regression.

From the results of research using multiple linear regression analysis, it can be drawn the conclusion that the respondents who do the buying decision is on private and entrepreneurial employees.

And, after the results of a multiple linear regression analysis of the obtained results from the calculation of that of these three variables such as product, price and promotion has influence on purchasing decisions avanza veloz. The most dominant factor in the buying decision is to determine the promotion because it has the most number of regression coefficient values larger than other variables.

The conclusions of the analysis results that affect the respondents as well as the tendency to do the purchasing decision.

Keyword: product, price and promotion against purchasing decisions