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Acceptance Letter

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This is to enlighten you that above manuscript appraised by the proficient and it is **accepted** by the Board of Referees (BoR) of 'Institute Of Compute Science (IOCS)' for publication in the '**Jurnal Mantik**' that will publish at **Volume 5, Issue 1, May (2021)** in Regular Issue on **01 May 2021**. It will be available live at <https://iocscience.org/ejournal/index.php/mantik/issue/view/63>

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1. Final Paper | Ms Word doc. | docx. file

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Finally, the team of Mantik and IOCS would like to further extend congratulations to you.



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ABSTRAK

ANALISIS PENGARUH HARGA, PROMOSI DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN DI PERUSAHAAN PT SAMERA PROPERTINDO

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Penelitian ini bertujuan adalah untuk menguji dan menganalisis pengaruh Kualitas Harga, Promosi dan Lokasi terhadap Keputusan Pembelian di Perusahaan PT Samera Propertindo. Penurunan keputusan pembelian perumahan yang ditandai dengan target dan realisasi penjualan PT Samera Propertindo yang diakibatkan oleh harga yang ditawarkan untuk unit perumahan kepada konsumen belum optimal, promosi yang diberikan belum efektif dan lokasi perumahan yang masih belum bagus sehingga belum memicu minat konsumen. Metode penelitian menggunakan kuantitatif. Populasi adalah berjumlah 132 konsumen Kualitas Harga, Promosi dan Lokasi terhadap Keputusan Pembelian dan sampel berjumlah 102 konsumen PT Samera Propertindo. Teknik sampling yang digunakan adalah *sampling random sampling*. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai $-t_{hitung} < -t_{tabel}$ atau $-3,078 < -1,984$ dan signifikan yang diperoleh $0,003 < 0,05$, nilai $t_{hitung} > t_{tabel}$ atau $3,137 > 1,984$ dan signifikan yang diperoleh $0,002 < 0,05$, nilai $t_{hitung} > t_{tabel}$ atau $3,038 > 1,984$ dan signifikan yang diperoleh $0,003 < 0,05$, nilai $F_{hitung} (17,189) > F_{tabel} (2,70)$ dan probabilitas signifikansi $0,000 < 0,05$, berarti Harga, Promosi dan Lokasi secara simultan dan secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian di Perusahaan PT Samera Propertindo. Hasil uji koefisien determinasi diperoleh nilai *Adjusted R Square* sebesar 0,325 hal ini berarti 32,5% dari variasi variabel terikat yaitu Keputusan Pembelian yang dapat dijelaskan oleh variasi variabel Harga, Promosi dan Lokasi sedangkan sisanya sebesar 67,5% ($100\% - 32,5\%$) dijelaskan oleh variabel lain yang tidak diteliti pada penelitian ini, seperti inovasi, produk, design perumahan dan sebagainya.

Kata Kunci: Kualitas Harga, Promosi, Lokasi, Keputusan Pembelian

ABSTRACT

ANALYSIS OF THE INFLUENCE OF PRICE, PROMOTION AND LOCATION ON PURCHASE DECISIONS AT PT SAMERA PROPERTINDO COMPANY

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This study aims to examine and analyze the effect of Price Quality, Promotion and Location on Purchasing Decisions at PT Samera Propertindo. The decline in housing purchase decisions was marked by the target and sales realization of PT Samera Propertindo due to the inadequate price offered for housing units to consumers, ineffective promotions and poor housing locations so that it has not sparked consumer interest. The research method uses quantitative research. . The population is 132 consumers of Price Quality, Promotion and Location on Purchasing Decisions and a sample of 102 consumers of PT Samera Propertindo. The sampling technique used was random sampling. The results of the calculation of the partial hypothesis testing obtained the value-tcount $< -t_{table}$ or $-3.078 < -1.984$ and the significant obtained was $0.003 < 0.05$, the value of tcount $> t_{table}$ or $3.137 > 1.984$ and significant obtained was $0.002 < 0.05$, the value of tcount $> t_{table}$ or $3.038 > 1.984$ and the significance obtained is $0.003 < 0.05$, the value of F count $(17.189) > F_{table}$ (2.70) and a significance probability of $0.000 < 0.05$, it means that Price, Promotion and Location simultaneously and partially have an effect positive and significant towards the Purchase Decision at PT Samera Propertindo. The coefficient of determination test results obtained an Adjusted R Square value of 0.325, this means 32.5% of the variation in the dependent variable, namely the Purchase Decision which can be explained by variations in Price, Promotion and Location variables, while the rest is 67.5% (100% - 32.5 %) explained by other variables not examined in this study, such as innovation, product, housing design and so on.

Keywords: Price Quality, Promotion, Location, Purchase Decision