

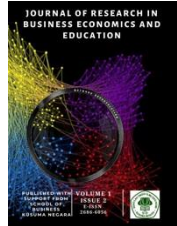


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International Journal of Research in Business Economics and Education (E-ISSN 2686-6056)



Date : 7 June 2021

Title : The Impact of Advertising Attractiveness, Event Promotion, and Discount Prices on Product Purchase Decisions on Instagram @promomedan.id

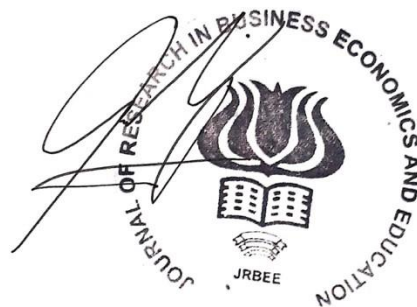
To : Anjeli, Hendra Jonathan Sibarani, Justin Adi Putra Pasaribu

Universitas Prima Indonesia

Thank you for your interest in publishing in International Journal of Research in Business Economics and Education. I am pleased to confirm that your paper "The Impact of Advertising Attractiveness, Event Promotion, and Discount Prices on Product Purchase Decisions on Instagram @promomedan.id" has been **ACCEPTED** for publication in our journal. Your paper has been scheduled for publication in Vol 3, No 3 (June Edition) 2021.

With kind regards,

Jakarta, 7 June 2021



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Scopus Id: 57211888309

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Dampak Daya Tarik Iklan, Promosi Event, dan Harga Diskon Terhadap Keputusan Pembelian Produk Di Instagram @promomedan.id

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh daya tarik iklan, promosi event dan harga diskon terhadap keputusan pembelian produk di Instagram @promomedan.id. Fenomena yang diteliti dalam penelitian mencakup iklan yang disampaikan tidak memiliki informasi yang lengkap, promosi event yang tidak menyajikan informasi mengenai event yang dilaksanakan, harga diskon tidak disertai dengan syarat dan ketentuan yang jelas dari diskon tersebut dan membuat kesalahan dalam penafsiran oleh konsumen. Keputusan pembelian produk akan ditentukan berdasarkan penilaian pelanggan terhadap daya tarik iklan, promosi event dan harga diskon. Simple random sampling digunakan sebagai metode pengambilan sampel. Sampel yang digunakan sebanyak 167 orang. Metode analisis data menggunakan regresi linier berganda. Pada pengujian data secara parsial, daya tarik iklan berpengaruh positif dan signifikan terhadap keputusan pembelian, promosi event berpengaruh positif dan signifikan terhadap keputusan pembelian, harga diskon berpengaruh positif dan signifikan terhadap keputusan pembelian pada keputusan pembelian produk di Instagram @promomedan.id. Pada pengujian analisis data secara simultan, variabel daya tarik iklan, promosi event dan harga diskon menunjukkan pengaruh yang positif dan signifikan terhadap keputusan pembelian produk di Instagram @promomedan.id.

Kata Kunci : daya tarik iklan, promosi event, harga diskon, keputusan pembelian

The Impact of Advertising Attractiveness, Event Promotion, and Discount Prices on Product Purchase Decisions on Instagram @promomedan.id

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ABSTRACT

This study aims to examine and analyze the effect of advertising attractiveness, event promotions and discount prices on product purchase decisions on Instagram @promomedan.id. The phenomena studied in this study include advertisements that do not have complete information, event promotions that do not provide information about the event being held, discount prices are not accompanied by clear terms and conditions of the discount and make errors in interpretation by consumers. Product purchase decisions will be determined based on customer assessments of the attractiveness of advertisements, promotional events and discounted prices. Simple random sampling was used as a sampling method. The sample used was 167 people. The data analysis method used multiple linear regression. In partial data testing, advertising attractiveness has a positive and significant effect on purchasing decisions, event promotions have a positive and significant effect on purchasing decisions, discount prices have a positive and significant impact on purchasing decisions on product purchasing decisions on Instagram @promomedan.id. In testing the data analysis simultaneously, the variables of advertising attractiveness, event promotions and discount prices show a positive and significant influence on product purchasing decisions on Instagram @promomedan.id.

Keywords: digital marketing, brand awareness, sales promotion, purchase decision