

ABSTRAK

PENGARUH CITRA MEREK, PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PT. MATAHARI DEPARTMENT STORE PLAZA MEDAN FAIR

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Objek dalam penelitian ini dilakukan di PT. Matahari Department Store Plaza Medan Fair tujuan dilakukannya penelitian ini adalah untuk menguji dan menganalisis Pengaruh Citra Merek, Promosi dan Harga terhadap Keputusan Pembelian Konsumen Pada PT. Matahari Department Store Plaza Medan Fair. Perusahaan mengalami terjadinya penurunan penjualan yang ditandai dengan belum tercapainya target perusahaan yang dimana perusahaan harus melakukan kebijakan untuk menutup beberapa gerai karena masih mengalami kerugian akibat dampak dari Covid-19. Metode penelitian menggunakan kuantitatif. Populasi berjumlah 157 konsumen, dengan mengaplikasikan rumus *slovin* maka diperoleh sampel berjumlah 113 pelanggan. *Simple random sampling* adalah teknik yang digunakan dalam pengambilan sampel. Asumsi klasik, regresi linear berganda serta uji hipotesis merupakan teknik yang digunakan untuk menganalisa data. Secara hipotesis, Citra Merek (X1), Promosi (X2) dan Harga (X3) secara parsial dan simultan tidak berpengaruh secara signifikan terhadap Keputusan Pembelian (Y) Konsumen Pada PT. Matahari Departemen Store Plaza Medan Fair. Dengan nilai $|t_{hitung}|$ 0,850 lebih kecil dari $t_{table} (n-k-1; \alpha/2) = t(109, 0,025) = 1,66$ dan nilai signifikansi (p-value) variabel Harga (X3) 0,397 yang lebih besar dari tingkat signifikan $\alpha = 0,05$, yang berarti variabel Harga (X3) secara parsial tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y) Konsumen pada PT. Matahari Departemen Store plaza Medan fair.

Kata Kunci : Citra Merek, Promosi, Harga, dan Keputusan Pembelian.

ABSTRACT

THE EFFECT OF BRAND IMAGES, PROMOTION AND PRICE ON CONSUMER PURCHASE DECISION AT PT. MATAHARI DEPARTMENT STORE PLAZA MEDAN FAIR

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The object of this research was conducted at PT. Matahari Department Store Plaza Medan Fair the purpose of this research is to examine and analyze the effect of brand images, promotion and price on consumer purchasing decisions of PT. Matahari Department Store Plaza Medan Fair. The company experienced a decline in sales which was marked by the company's target having not been achieved, in which the company had to implement a policy to close several outlets because they were still experiencing losses due to the impact of Covid-19. The research method used quantitative methods. The total population is 157 consumers, by applying the slovin formula, a sample of 113 customers can be obtained. Simple random sampling is a technique used in sampling. Classic assumptions, multiple linear regression and hypothesis testing are the techniques used to analyze the data. Hypothetically, Brand Image (X1), Promotion (X2) and Price (X3) partially and simultaneously have no significant effect on Consumer Purchase Decision (Y) of PT. Matahari Department Store Plaza Medan Fair. With value $|t \text{ count}| 0.850$ is smaller than $t \text{ table } (n-k-1; /2) = t (109.025) = 1.66$ and the significance value (p-value) of the Price variable (X3) is 0.397 which is greater than the significant level = 0, 05, which means that the price variable (X3) partially has no significant effect on Consumer Purchase Decisions (Y) at PT. Matahari Department Store plaza Medan fair.

Keywords: Brand Image, Promotion, Price, and Purchase Decision.