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Title : The Influence of Brand Awareness, Promotion and Service Quality
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Plaza Millenium Store

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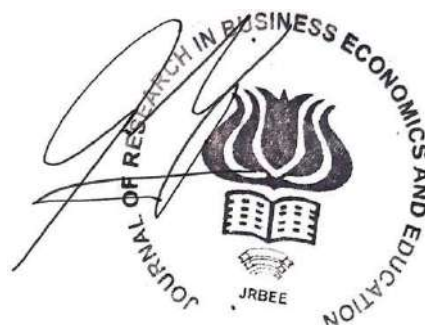
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Prima University of Indonesia

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 "Effect of Brand Awareness, Promotion and Service Quality Against Purchase Decision" has been **ACCEPTED** for publication in our journal. Your paper has been scheduled for publication in Vol 4, No 4, 2022 (August Edition).

With kind regards,

Jakarta, 15 June 2022.



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**Pengaruh Kesadaran Merek, Promosi dan Kualitas Pelayanan
Terhadap Keputusan Konsumen Untuk Memilih Smartphone Vivo di
Toko Union Plaza Millenium**

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ABSTRACT

This study aims to find out how the influence of Brand Awareness, Promotion, and Quality of Service on Vivo Smartphone Purchase Decisions at the Union Store in Plaza Millennium. This study used the SPSS application. In this study, the population used at the Union Store in Plaza Millennium was 100. The method used in this research is a quantitative approach. The results of this study variable Brand Awareness had a positive and significant effect on Purchasing Decisions with a significance of 0.001 and thitung 3.375. Promotion variables have a positive and significant effect on purchasing decisions with a significance of 0.000 and thitung 3.867. The Service Quality variable had a positive and significant effect on the Purchase Decision with a significance of 0.000 and thitung 3,787. Variable Brand Awareness, Satisfaction, and Service Quality simultaneously affect purchasing decisions.

Keywords: *Brand Awareness, Promotion, Quality of Service, Purchasing Decision.*

ABSTRAK

Tujuan daripada riset ini adalah mengetahui bagaimana pengaruh dari Kesadaran Merek, Promosi, dan Kualitas Pelayanan terhadap Keputusan Pembelian smartphone Vivo Pada Toko Union di Plaza Millenium. Penelitian ini menggunakan aplikasi SPSS. Didalam riset ini populasi yang dipakai pada Toko Union di Plaza Millenium sebanyak 100 pelanggan. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Hasil penelitian ini variabel Kesadaran Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan signifikansi 0,001 dan t_{hitung} 3,375. variabel Promosi berimpak signifikan dan positif terhadap Keputusan Pembelian dengan signifikansi 0,000 dan t_{hitung} 3,867. variabel Kualitas Pelayanan signifikan dan berimpak positif terhadap Keputusan Pembelian dengan signifikansi 0,000 dan t_{hitung} 3,787. variabel Kesadaran secara simultan, Merek, Kompensai, dan Kualitas Pelayanan berpengaruh terhadap Keputusan Pembelian.

Kata Kunci : *Kesadaran Merek, Promosi, Kualitas Pelayanan, Keputusan Pembelian.*