

ABSTRAK

PENGARUH HARGA,LOKASI,PROMOSI TERHADAP KEPUTUSAN SISWA DI YAYASAN PERGURUAN PANGERAN ANTASARI

Penulis 1, Penulis 2, Doping

Fakultas Ekonomi Universitas Prima Indonesia

Penelitian ini bertujuan untuk mengetahui pengaruh variabel harga, lokasi dan promosi terhadap keputusan siswa. Populasi dan sampel dalam penelitian ini adalah siswa yang sekolah pada Yayasan Perguruan Pangeran Antasari sebanyak 100 responden. Teknik pengambilan sampel Non Probability Sampling dengan teknik Purposive Sampling. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. sedangkan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Uji hipotesis secara simultan menggunakan uji-F dan secara parsial menggunakan uji-t. Hasil penelitian ini menunjukkan bahwa secara simultan variabel promosi, harga, dan lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian dan secara parsial variabel promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dan lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Harga, Lokasi, Promosi, Keputusan Pembelian

ABSTRACT

THE EFFECT OF PRICE, LOCATION, PROMOTION ON STUDENTS' DECISIONS AT THE PANGERAN ANTASARI COLLEGE FOUNDATION

Author 1, Author 2, Doping

Faculty of Economics, Prima Indonesia University

This study aims to determine the effect of price, location and promotion variables on student decisions. The population and sample in this study were students who attended the Pangeran Antasari Foundation as many as 100 respondents. The sampling technique was Non Probability Sampling with Purposive Sampling technique. This study uses a quantitative method with a descriptive and verification approach. while the data analysis technique used is multiple linear regression analysis. Hypothesis testing simultaneously uses the F-test and partially uses the t-test. The results of this study indicate that simultaneously the promotion, price, and location variables have a positive and significant effect on purchasing decisions and partially the promotion variable has a positive and significant effect on purchasing decisions, price has a positive and significant effect on purchasing decisions, and location has a positive and significant effect on purchasing decisions.

Keywords: price, location, promotion, buyer decisions