

ABSTRAK

Thomas, 2022, Pengaruh Iklan dan Harga Terhadap Keputusan Pembelian pada PT. Berlian Eka Sukses Tur, Program Studi Manajemen, Pembimbing 1: Dr. Sri Rezeki, S.E., M.Si., Pembimbing 2: Dra. Pesta Gultom, M.M.

Penelitian ini bertujuan mengetahui dan menganalisis pengaruh Iklan dan Harga terhadap Keputusan Pembelian, Iklan terhadap Keputusan Pembelian, Harga terhadap Keputusan Pembelian, mengetahui dan menganalisis pengaruh Iklan dan Harga secara bersama-sama terhadap Keputusan Pembelian,

Metodologi penelitian yang digunakan adalah metode Kuantitatif Deskriptif, objek analisis dalam penelitian ini adalah Konsumen PT. Berlian Eka Sukses Tur, khususnya pada tahun 2016-2020 dengan populasi sebanyak 451 orang. Dengan menggunakan rumus Slovin, diambil sampel Konsumen sebanyak 212 orang menggunakan simple random sampling. Data analisis memberikan persamaan **Keputusan Pembelian = 8,706 + 0.053 Iklan + 0,928 Harga + e**

Hasil penelitian secara parsial Iklan (X_1) terbukti berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y), Harga (X_2) terbukti berpengaruh positif namun tidak signifikan terhadap Keputusan Pembelian (Y), Iklan dan Harga terhadap Keputusan Pembelian secara simultan dengan nilai koefisien determinasi sebesar $R^2 = 0.496$ ini berarti terdapat pengaruh yang signifikan Iklan dan Harga terhadap Keputusan Pembelian sebesar 49,6%.

Kata Kunci : Iklan, Harga, Keputusan Pembelian

ABSTRACT

Thomas, 2022, The Influence of Advertisement and Price on Buying Decision in PT. Berlian Eka Sukses Tur, Management Graduate Program, Advisor 1: Dr. Sri Rezeki, S.E., M.Si., Advisor 2: Dra. Pesta Gultom, M.M.

This research is conducted to see how Advertisement and Price affect Buying decision, Advertisement towards Buying Decision, Price towards Buying Decision, to measure and analyze the effect of Advertisement and Price simultaneously towards Buying Decision,

*The research method that is being conducted is Quantitative Descriptive Resarch, The object that is being analyze in this research is the buyer of PT. Berlian Eka Sukses Tur, particularly in 2016-2020 with population of 451. By using Slovin formula, the writer decided that 212 respondent will be used in this research using simple random sampling. Data analysis shows that according to multiple linear regression analysis method, the results of the analysis give the equation **Buying Decision = 8,706 + 0.053 Advertisement + 0,928 Price + e***

The result of the research, Advertisement (X_1) is proven to be partially affecting Buying Decision positively and significantly, Price (X_2) is proven to be partially affecting Buying Decision positively but not significantly, Advertisement, Price simultaneously affecting Buying Decision with the coefficient of determination value of 0.496 this proves that Advertisement and Price simultaneously affecting Buying Decision Significantly by 49,6%

Keywords : Advertisement, Price, Buying Decision