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Pengaruh harga, promosi dan citra merek terhadap keputusan pembelian

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Abstract

Penelitian ini bertujuan untuk menganalisis pengaruh harga, promosi dan citra merek terhadap keputusan pembelian pada toko buku Gramedia (studi pada konsumen toko buku Gramedia di Mall Lembuswana Samarinda). Penelitian ini merupakan penelitian dengan pendekatan kualitatif. Populasi pada penelitian ini adalah konsumen toko buku Gramedia di Mall Lembuswana Samarinda dengan penentuan sampel menggunakan metode *purposive sampling* dengan jumlah responden sebanyak 100 orang. Teknik analisis dalam penelitian ini menggunakan metode regresi linear berganda dengan menggunakan software IBM SPSS 25. Hasil penelitian ini menunjukkan bahwa harga (X_1), promosi (X_2), dan citra merek (X_3) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) pada Toko Buku Gramedia baik secara parsial maupun simultan.

Keywords

Promosi; citra merek; keputusan pembelian

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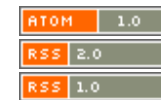
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KEYWORDS

Harga Kepemimpinan Keputusan Pembelian Kompensasi budaya organisasi disiplin kerja harga kepuasan kerja kepuasan pelanggan keputusan pembelian kinerja kinerja karyawan kinerja perusahaan komitmen organisasi kualitas produk lingkungan kerja motivasi nilai perusahaan pertumbuhan penjualan profitabilitas ukuran perusahaan

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