

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, promosi, dan kualitas produk terhadap keputusan pembelian Mobil Toyota Kijang Innova di Surabaya.

Populasi dalam penelitian ini yaitu konsumen Mobil Toyota Kijang Innova di Surabaya. Selanjutnya, teknik pengumpulan data dengan menyebarkan kuesioner secara online dengan menggunakan google form dengan sampel sebanyak 100 responden. Penelitian ini menggunakan uji instrumen data, analisis regresi linier berganda, uji asumsi klasik, uji kelayakan model (uji f) dan uji hipotesis (uji t) dengan menggunakan bantuan program perangkat lunak atau SPSS (Statistic product and service solution) versi 26.

Hasil penelitian menunjukkan bahwa harga berpengaruh signifikan terhadap keputusan pembelian, promosi berpengaruh signifikan terhadap keputusan pembelian, kualitas produk berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : harga, promosi, dan kualitas produk

ABSTRACT

This research determines and analyzes the effect of price, promotion, and product quality on purchasing decisions of Toyota Kijang Innova in Surabaya.

The population comprises consumers of the Toyota Kijang Innova in Surabaya. Furthermore, the instrument in the data collection technique was a questionnaire. The questionnaires were distributed online with Google Forms to respondents. In line with that, there were 100 respondents taken as samples. Moreover, the data analysis technique used data instrumen test, multiple linear regression, classical assumption test, proper model test (F-Test), and hypothesis test (t-test) with SPSS (Statistical Product and Service Solution) 26.

The result concludes that price has a significant effect on the purchasing decisions of the Toyota Kijang Innova in Surabaya. Likewise, promotion has a significant effect on the purchasing decisions of the Toyota Kijang Innova in Surabaya. Similarly, product quality has a significant effect on the purchasing decisions of the Toyota Kijang Innova in Surabaya.

Keywords: price, promotion, and product quality

