

## ABSTRAK

### **PENGARUH PROMOSI, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DALAM PEMBELIAN BAHAN BAKAR MINYAK JENIS PERTALITE DI KOTA YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh promosi, harga, dan kualitas produk terhadap keputusan pembelian konsumen dalam pembelian bahan bakar minyak jenis Pertalite di kota Yogyakarta.

Penelitian ini merupakan penelitian korelasional yang dilaksanakan di Kota Yogyakarta pada bulan April hingga Mei 2016. Populasi penelitian adalah konsumen bahan bakar minyak jenis Pertalite, di mana jumlah populasinya tidak diketahui. Sampel diambil dengan teknik *accidental sampling*. Data dikumpulkan dengan menggunakan kuesioner. Variabel terikat dalam penelitian ini adalah keputusan pembelian produk Pertalite, sedangkan variabel bebasnya adalah promosi, harga, dan kualitas produk. Analisis data dilakukan dengan metode regresi linier berganda.

Hasil penelitian menunjukkan bahwa: (1) ada pengaruh positif promosi terhadap keputusan pembelian produk Pertalite; (2) ada pengaruh positif harga terhadap keputusan pembelian produk Pertalite; (3) tidak ada pengaruh kualitas produk terhadap keputusan pembelian produk Pertalite; dan (4) ada pengaruh promosi dan, harga terhadap keputusan pembelian produk Pertalite. Faktor promosi, harga, dan kualitas produk mempunyai pengaruh sebesar 27% terhadap keputusan pembelian produk Pertalite, sedangkan sisanya 73% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam penelitian ini.

**Kata kunci: promosi, harga, kualitas produk, keputusan pembelian**

*ABSTRACT*

**THE EFFECT OF PROMOTION, PRICE AND PRODUCT QUALITY  
TOWARDS CONSUMER BUYING DECISIONS IN PURCHASING FUEL  
OF PERTALITE TYPE IN YOGYAKARTA**

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This study aims to examine and analyze the effect of promotions, price, and quality of products on consumer purchasing decisions in purchasing fuel of Peralite type in Yogyakarta.

This study was a correlational study that was conducted in Yogyakarta from April to May 2016. The population of the study were consumers of Peralite, where the population is unknown. Samples were taken by accidental sampling technique. Data were collected by using a questionnaire. The dependent variable was Peralite product purchasing decisions, while the independent variable were the promotion, pricing, and product quality. Data were analysed by using linear regression.

The results show that: (1) there is a positive effect of promotions on product purchasing decisions of Peralite; (2) there is a positive effect of price on product purchasing decisions of Peralite; (3) there is no effect on the product quality of Peralite product purchasing decisions; and (4) there is the influence of promotions and price on product purchasing decisions of Peralite. Factors of promotion, pricing, and product quality have effect of 27% on product purchasing decisions of Peralite, while the remaining, 73% is influenced by other variables which are not included in this study.

**Keywords: promotions, pricing, product quality, purchasing decisions**