

Abstract

This study aims to explain the effect of sales promotions and prices on buyer decisions. This study used a sample of 66 people who had bought a Tiga Jaya pan in Porong District. The results of this study provide evidence that sales promotions and prices have a significant positive effect on buyers' decisions partially and simultaneously.

Keywords: sales promotion, price, buyer's decision

Abstrak

Penelitian ini bertujuan untuk menjelaskan pengaruh promosi penjualan dan harga terhadap keputusan pembeli. Penelitian ini menggunakan sampel 66 orang yang pernah membeli panci Tiga Jaya di Kecamatan Porong. Hasil penelitian ini memberikan bukti bahwa promosi penjualan dan harga berpengaruh positif signifikan terhadap keputusan pembeli secara parsial dan simultan.

Kata kunci : promosi penjualan, harga, keputusan pembeli