

PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN TIKET MASKAPAI PENERBANGAN NAM-AIR DI BANDAR UDARA TEBELIAN

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INTISARI

Perilaku konsumen sangat erat hubungannya dengan keputusan pembelian, baik keputusan pembelian yang dilakukan oleh perorangan, kelompok, dan organisasi dalam memenuhi kebutuhan dan keinginan mereka terhadap jasa. Sangat penting bagi perusahaan memahami bagaimana konsumen mereka dalam memutuskan pembelian mereka agar dapat mempengaruhi keputusan pembelian tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh harga dan promosi terhadap keputusan pembelian tiket maskapai penerbangan Nam Air di Bandar Udara Tebelian.

Populasi penelitian ini adalah pelanggan maskapai Nam Air di Bandar Udara Tebelian. Penarikan sampel yang diambil sebanyak 80 orang. Teknik analisis data yang digunakan uji validitas, reliabilitas, analisis regresi linier berganda, koefisien determinasi, uji t dan uji F. Perhitungan ini menggunakan program komputer SPSS versi 15.0 for windows.

Hasil penelitian menunjukkan bahwa dimana H_0 ditolak dan H_3 diterima, berarti adanya pengaruh antara harga dan promosi terhadap keputusan pembelian tiket maskapai nam air di Bandar Udara Tebelian. Hasil Uji determinasi ditemukan bahwa variabel independen memengaruhi variabel dependen sebesar 75,3%. Hal ini menyatakan bahwa harga dan promosi yang diberikan kepada penumpang mempengaruhi keputusan dalam pembelian tiket.

Kata kunci: harga, promosi, keputusan pembelian

THE EFFECT OF PRICE AND PROMOTION ON THE PURCHASE DECISION OF NAM-AIR AIRLINE TICKETS AT TEBELIAN AIRPORT

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ABSTRACT

Consumer behavior is closely related to purchasing decisions, both purchasing decisions made by individuals, groups and organizations in fulfilling their needs and desires for services. It is very important for companies to understand how their customers decide on their purchases in order to influence these purchasing decisions. This study aims to determine the effect of price and promotion on ticket purchasing decisions for Nam Air airlines at Tebelian Airport.

The population of this research is the customer of the airline Nam Air at Tebelian Airport. Samples were taken as many as 80 people. The data analysis technique used is validity, reliability, multiple linear regression analysis, coefficient of determination, t test and F test. This calculation uses a computer program SPSS version 15.0 for windows.

The results show that where H_0 is rejected and H_3 is accepted, it means that there is an influence between price and promotion on the nam Air airline ticket purchase decision at Tebelian Airport. The results of the determination test found that the independent variable influenced the dependent variable by 75.3%. This suggests that the prices and promotions given to passengers influence the ticket purchasing decisions.

Keywords: price, promotion, purchase decision