

Sumain 12311051, **Pengaruh Harga, Promosi Penjualan, dan Publisitas Terhadap Keputusan Pembelian konsumen air minum merk “siha” di kecamatan Benjeng.** Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Januari, 2017.

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui Pengaruh Harga, Promosi Penjualan, dan Publisitas Terhadap Keputusan Pembelian di kecamatan Benjeng. Penelitian ini menggunakan teknik pengambilan *sample Probability Sampling* jenis *Simple Random Sampling*. Dengan menggunakan 100 responden pada konsumen di kecamatan Benjeng. Sedangkan alat analisis yang digunakan adalah uji validitas, uji reliabilitas dan uji hipotesis dengan analisis regresi linier berganda. Dimana variabel bebas terdiri dari Pengaruh Harga, Promosi Penjualan, dan Publisitas serta Keputusan Pembelian sebagai variabel terikat. Hasil penelitian menunjukkan bahwa berdasarkan uraian mengenai uji t bahwa Harga berpengaruh positif dan signifikan terhadap keputusan Pembelian, berdasarkan uraian mengenai uji t bahwa Promosi Penjualan tidak berpengaruh positif terhadap Keputusan Pembelian, berdasarkan uraian mengenai uji t bahwa Publisitas berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata kunci : Pengaruh Harga, Promosi Penjualan, dan Publisitas Terhadap Keputusan Pembelian di kecamatan Benjeng

Sumain 12311051, determine the effect of price, sales promotion, and publicity Buying Decision Against Drinking Water Brand "Siha" in District Benjeng Gresik. Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Januari, 2017.

ABSTRACT

These researches aimed to determine the effect of price, sales promotion, and publicity Buying Decision Against Drinking Water Brand "Siha" in District Benjeng Gresik. These researches using sampling techniques Probability Sampling Simple Random Sampling types. By using the 100 respondents in the drinking water consumer brands Siha in Gresik regency. While analysis tools used are validistas test, reliability test and hypothesis testing with multiple linear regression analysis. Where the independent variables consisted Effect of price, sales promotion, and publicity as well as the purchase decision as the dependent variable. The results of researches show that Based on the description of the t test that prices are positive and significant effect on purchasing decisions so that it can be concluded that the second hypothesis in research unacceptable, Based on the description of the t test that sales promotions positive and significant effect on purchasing decisions so that it can be concluded that the second hypothesis in research unacceptable, Based on the description of the t test that publicity is not positive and no significant effect on purchasing decisions.

pembelian.

Keywords: Effect of price, sales promotion, and publicity Buying Decision Against Drinking Water Brand "Siha".