

Sri Indah Lutfiana, 12311072, **Analisis Harga, Promosi, Kualitas Layananan Terhadap Keputusan Pembelian Kartu Perdana Indosat di Kecamatan Sidayu.** Manajemen , Fakultas Ekonomi, Universitas Muhammadiyah Gresik. Maret 2017.

Abstraksi

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh harga, promosi, kualitas layanan terhadap keputusan pembelian kartu perdana Indosat di Kecamatan Sidayu. Penelitian ini menggunakan tiga variabel yaitu independen yang terdiri atas harga, promosi, kualitas layanan. dan variabel dependen yang berupa Keputusan pembelian kartu perdana Indosat di Kecamatan Sidayu.

Penelitian ini dilakukan di Kecamatan Sidayu. Sampel yang digunakan dalam penelitian ini sebanyak 100. Teknik pengambilan sampel dalam penelitian ini menggunakan *nonprobability sampling*. Metode yang digunakan dalam penelitian ini adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa variabel Harga belum mampu mempengaruhi keputusan pembelian kartu perdana Indosat. Variabel promosi berpengaruh terhadap keputusan pembelian kartu perdana Indosat. Variabel kualitas layanan berpengaruh terhadap keputusan pembelian kartu perdana Indosat.

Kata Kunci : Harga, promosi, kualitas layanan, keputusan pembelian.

Sri Indah Lutfiana, 12311072, *Analyze of Price, Promotion, Quality of Service for Purchasing Decision Indosat Prime Card in the District Sidayu* Management, Faculty of Economics, University of Muhammadiyah Gresik. Maret 2017.

Abstract

This study aims to examine and analyze of price, promotion, quality of service to the purchasing decision of buying Indosat prime card in the District sidayu. This study uses four independent variables consisting of price, promotion, quality of service. Variable in the form purcashing decision of buying Indosat prime card in the district Sidayu.

This research was conducted in the District Sidayu. The sample used in this study as many as 100. The sampling technique in this study using nonprobability sampling. The method used in this research is multiple linear regression analysis.

The results of this study indicate that variable price has not been able to influence the purchase decision of Indosat prime card. Variable promotion effect on buying decision of Indosat sim cards. Variable quality of service effect of buying decision of Indosat prime card.

Keywords: Price, promotion, quality of service, of Indosat prime, purchasing decisions.