

**PENGARUH *PERCEIVED PRICE*, KUALITAS PRODUK, DAN
INTEGRATED PROMOTION TERHADAP KEPUTUSAN PEMBELIAN
MATIC YAMAHA**

(Studi Mahasiswa Unika Soegijapranata dan Universitas Diponegoro Semarang)

SKRIPSI



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ABSTRAK

Perceived Price, Kualitas Produk, dan *Integrated Promotion* memiliki peran penting agar Keputusan Pembelian dapat tercipta. Tujuan dilakukannya penelitian ini antara lain (1) Untuk mengetahui pengaruh *Perceived Price* terhadap keputusan pembelian, (2) Untuk mengetahui pengaruh kualitas produk terhadap keputusan pembelian, (3) Untuk mengetahui pengaruh *Integrated Promotion* terhadap keputusan pembelian, (4) Untuk mengetahui pengaruh *Perceived price*, kualitas produk, dan *integrated promotion* secara serentak terhadap keputusan pembelian, Jumlah responden didalam penelitian ini adalah 96 responden dengan kriteria mahasiswa Universitas Katolik Soegijapranata Semarang dan Universitas Diponegoro Semarang yang ikut memutuskan dalam melakukan keputusan pembelian. Data didalam penelitian diolah menggunakan SPSS versi 26.

Kata Kunci: *Perceived Price*; Kualitas Produk; *Integrated Promotion*; Keputusan Pembelian.

ABSTRACT

Perceived Price, Product Quality, and Integrated Promotion have an important role for Purchase Decisions to create. The purpose of this study is (1) to know a Perceived Price impact on a Purchase Decision, (2) to know the impact of a product's quality on a Purchase Decision, (3) to know a Integrated Promotion on a Purchase Decision, (4) to know a Perceived Price, a Product Quality, and a Integrated Promotion simultaneously with a Purchase Decision, The number of respondents in this study is 96, according to the criteria Student of Soegijapranata Catholic University Semarang and Student of Diponegoro Semarang University who are involved in making purchasing decisions. The data in the study is processed using SPSS version 26.

Keywords: *Perceived Price; Product Quality; Integrated Promotion; Purchase Decision.*