

**ABSTRAK**  
**PENGARUH PROMOSI PENJUALAN, HARGA, DAN *WORD OF MOUTH***  
**TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN TOKOPEDIA**  
(Studi pada Mahasiswa Universitas Sanata Dharma)

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh secara simultan promosi penjualan, harga, *word of mouth* terhadap keputusan pembelian konsumen Tokopedia 2) pengaruh secara parsial promosi penjualan terhadap keputusan pembelian konsumen Tokopedia, 3) pengaruh secara parsial harga terhadap keputusan pembelian konsumen Tokopedia, dan 4) Pengaruh secara parsial *word of mouth* terhadap keputusan pembelian konsumen Tokopedia. Populasi dalam penelitian ini adalah mahasiswa aktif di Kampus I dan III Universitas Sanata Dharma Yogyakarta. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Sampel pada penelitian ini adalah 100 responden yang sudah pernah menggunakan Tokopedia minimal tiga kali dan pengumpulan data melalui kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan aplikasi *IBM SPSS 23*. Hasil penelitian ini menunjukkan bahwa promosi penjualan, harga, dan *word of mouth* secara simultan berpengaruh terhadap keputusan pembelian Tokopedia , promosi penjualan secara parsial berpengaruh terhadap keputusan pembelian konsumen Tokopedia, harga secara parsial tidak berpengaruh terhadap keputusan pembelian konsumen Tokopedia, dan *word of mouth* secara parsial berpengaruh terhadap keputusan pembelian konsumen Tokopedia.

**Kata Kunci :** Promosi Penjualan, Harga, *Word of Mouth*, dan Keputusan Pembelian

**ABSTRACT**  
**THE INFLUENCE OF SALES PROMOTION, PRICE, AND WORD OF MOUTH CONSUMER PURCHASE DECISION AT TOKOPEDIA**  
(A Study on Tokopedia Consumers at Sanata Dharma University Student)

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This research aims are to find out about : 1) the influence of sales promotion, price, and word of mouth simultaneously on Tokopedia consumer purchase decision , 2) the influence of sales promotion partially on consumer purchase decision. 3) the influence of price partially on consumer purchase decision and 4) the influence of word of mouth partially on consumer purchase decision. The population of this research are Sanata Dharma university students which is at Mrican and Paingan Campus. The sampling technique used is an non probability sampling method with purposive sampling technique. This research have 100 respondents which already have purchased at Tokopedia at least three times. The data was collected using questionnaires. The data was analyzed using a descriptive analysis, classic assumption test, and multiple linear regression with IBM SPSS 23 Software. The results of this research shows that 1) sales promotion, price, word of mouth simultaneously influenced consumer purchase decision, 2) sales promotion partially influenced consumer purchase decision, 3) price did not a influence on Consumer Purchase Decision, and 4) Word of Mouth partially influenced on Consumer Purchase Decision Partially.

**Keywords** : Sales Promotion, Price, Word of Mouth and Purchase Decision