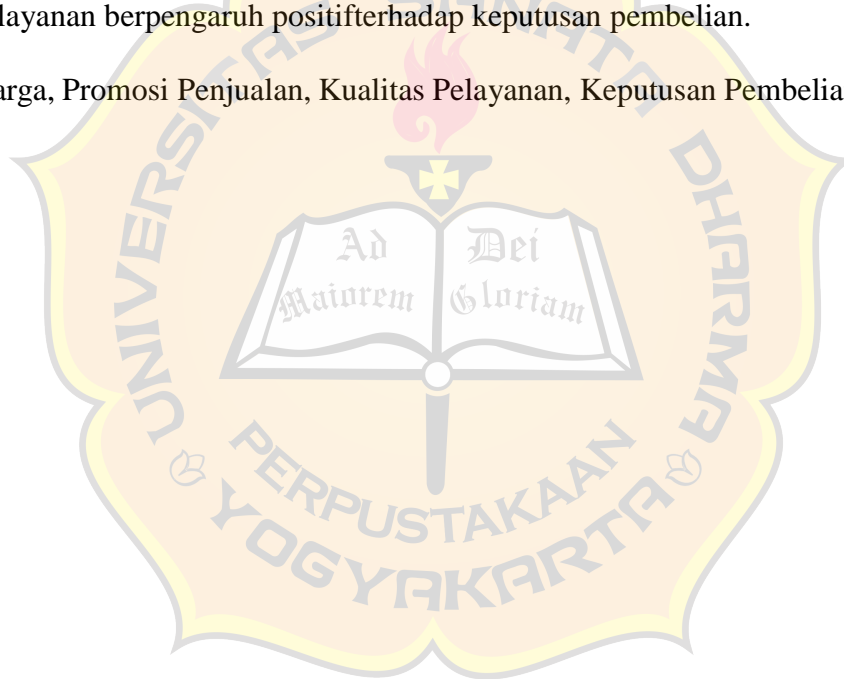


**ABSTRAK**  
**PENGARUH HARGA, PROMOSI PENJUALAN DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA PT INDOMARET DI YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga terhadap keputusan pembelian, pengaruh promosi penjualan terhadap keputusan pembelian, dan (3) pengaruh kualitas pelayanan terhadap keputusan pembelian. Teknik pengambilan sampel menggunakan *accidental sampling*. Data diperoleh dengan membagikan kuesioner tentang harga, promosi penjualan, kualitas pelayanan dan keputusan pembelian kepada 100 responden. Analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) Harga berpengaruh positif terhadap keputusan pembelian, (2) Promosi penjualan berpengaruh positif terhadap keputusan pembelian, (3) Kualitas pelayanan berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: Harga, Promosi Penjualan, Kualitas Pelayanan, Keputusan Pembelian



**ABSTRACT**  
**THE EFFECT OF PRICE, SALES PROMOTION, AND SERVICE QUALITY ON  
PURCHASING DECISIONS AT PT. INDOMARET IN YOGYAKARTA**

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Yogyakarta 2022

This study aims to determine: (1) the effect of price on purchasing decisions, (2) the effect of sales promotion on purchasing decisions, and (3) the effect of service quality on purchasing decisions. The sampling technique used was accidental sampling. Data were obtained by distributing questionnaires about price, sales promotion, service quality, and purchasing decisions to 100 respondents. Data analysis used multiple linear regression. The result showed that: (1) Price has a positive effect on purchasing decisions, (2) Sales promotion has a positive effect on purchasing decisions, (and 3) service quality has a positive effect on purchasing decisions.

Keywords: Price, Sales Promotion, Service Quality, Purchase Decision.

