

ABSTRACT

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THE INFLUENCE OF PRICE, PROMOTION, AND CUSTOMERS' TRUST TOWARDS CUSTOMER PURCHASE DECISION AT PT DIGITAL MEDIA GROUP (DEALJAVA), MEDAN

(xvi + 101 pages; 11 figures; 56 tables; 13 appendixes)

Acquiring goods with good deals are basically the main requirement for every customer during their purchasing. Being able to provide good deals through e-commerce platform at accommodation companies, this type of industry should also take consider to their competitors as having good price offerings, promotions, and customers' trust will increase more desires to purchase from the customers.

This paper is aimed to understand more thorough on price, promotion, customers' trust, and customer purchase decision at PT Digital Media Group (Dealjava), Medan, and to know whether there are partial and simultaneous influence from the price, promotion, and customers' trust towards customer purchase decision at PT Digital Media Group (Dealjava), Medan. The research is conducted to 100 respondents of PT Digital Media Group (Dealjava), Medan with convenience sampling technique, which will be further developed to descriptive and causal study research.

This research has drawn up to: 1) Price, Promotion, and Customers' Trust has a partial and simultaneous positive influence on the Customer Purchase Decision at PT Digital Media Group (Dealjava), Medan. 2) There are 81.1% of Coefficient of Determination that determines Price, Promotion, and Customers' Trust influence the Customer Purchase Decision at PT Digital Media Group (Dealjava), Medan.

Therefore, PT Digital Media Group (Dealjava), Medan is suggested to enhance their company by readjusting their price, promotion, and customers' trust of their company's operation as it can increase the customers purchasing decision more.

Keywords: Price, Promotion, Customers' Trust, Customer Purchase Decision

References: 57 (2017-2022)

ABSTRAK

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PENGARUH HARGA, PROMOSI, DAN KEPERCAYAAN PELANGGAN TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PADA PT DIGITAL MEDIA GROUP (DEALJAVA), MEDAN

(xvi + 101 halaman; 11 gambar; 56 tabel; 13 lampiran)

Memperoleh barang dengan penawaran yang baik pada dasarnya merupakan kebutuhan utama bagi setiap pelanggan ketika melakukan pembelian. Mampu memberikan penawaran yang baik melalui platform e-commerce di perusahaan akomodasi, jenis industri ini juga harus mempertimbangkan kompetitor mereka karena memiliki penawaran harga, promosi, dan kepercayaan pelanggan yang baik akan meningkatkan keinginan pelanggan untuk membeli.

Penelitian ini bertujuan untuk mengetahui lebih dalam mengenai harga, promosi, kepercayaan pelanggan, dan keputusan pembelian pelanggan pada PT Digital Media Group (Dealjava), Medan, serta untuk mengetahui apakah ada pengaruh parsial dan simultan dari harga, promosi, dan kepercayaan pelanggan terhadap keputusan pembelian pelanggan di PT Digital Media Group (Dealjava), Medan. Penelitian dilakukan pada 100 responden PT Digital Media Group (Dealjava), Medan dengan teknik sampling convenience, yang akan dikembangkan lebih lanjut pada penelitian studi deskriptif dan kausal.

Penelitian ini menyimpulkan bahwa: 1) Harga, Promosi, dan Kepercayaan Pelanggan berpengaruh positif secara parsial dan simultan terhadap Keputusan Pembelian Pelanggan pada PT Digital Media Group (Dealjava), Medan. 2) Terdapat 81,1% Koefisien Determinasi yang menentukan Harga, Promosi, dan Kepercayaan Pelanggan berpengaruh terhadap Keputusan Pembelian Pelanggan pada PT Digital Media Group (Dealjava), Medan.

Oleh karena itu, PT Digital Media Group (Dealjava), Medan disarankan untuk meningkatkan perusahaan mereka dengan menyesuaikan harga, promosi, dan kepercayaan pelanggan terhadap operasi perusahaan mereka karena dapat meningkatkan keputusan pembelian pelanggan.

Kata Kunci: *Harga, Promosi, Kepercayaan Pelanggan, Keputusan Pembelian Pelanggan*

Referensi: 57 (2017-2022)