

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan pengaruh antara Promosi dan Sumber Daya manusia terhadap keputusan pembelian terhadap situs Reclays.id. Penelitian ini dilakukan berdasarkan fenomena yang terjadi bahwa *brand fashion* Reclays.id masih belum maksimal dalam menerapkan Promosi dan Sumber Daya Manusia terhadap keputusan pembelian. Populasi dalam penelitian ini adalah *followers* sekaligus konsumen dari brand Reclays.id. Teknik pengambilan sampel menggunakan teknik *non-probability* sampling. Sampel diambil sebanyak 99 responden dengan instrumen penelitian berupa kuisioner. Pengujian instrmen menggunakan uji validitas dan reliabilitas. Metode analisis data menggunakan regresi linear berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menyatakan bahwa Promosi dan Sumber Daya Manusia berpengaruh terhadap keputusan pembelian pada situs Relclays.id positif dan signifikan baik secara simultan maupun parsial. Berdasarkan analisis koefisien determinasi secara simultan Promosi dan Sumber Daya Manusia berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 71% dan sisanya 29% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Secara parsial besarnya pengaruh Promosi terhadap keputusan pembelian sebesar 24,9%, dan besarnya pengaruh Sumber Daya Manusia terhadap keputusan pembelian sebesar 46,1%, sehingga dapat disimpulkan bahwa Sumber Daya Manusia memberikan pengaruh yang paling besar terhadap keputusan pembelian.

Kata kunci : Promosi, Sumber Daya Manusia dan Keputusan Pembelian

ABSTRACT

This study aims to analyze and describe the influence between Promotion and Human Resources on purchasing decisions on the Reclays.id site. This research was conducted based on the phenomenon that occurs that the Reclays.id fashion brand is still not optimal in applying Promotion and Human Resources to purchasing decisions. The population in this study are followers and consumers of the Reclays.id brand. The sampling technique used was non-probability sampling technique. The sample was taken as many as 99 respondents with the research instrument in the form of a questionnaire. The instrument testing uses validity and reliability tests. Methods of data analysis using multiple linear regression, multiple correlation and coefficient of determination.

The results of the study stated that Promotion and Human Resources had a positive and significant effect on purchasing decisions on the Reclays.id site, both simultaneously and partially. Based on the analysis of the coefficient of determination simultaneously Promotion and Human Resources have a positive and significant effect on purchasing decisions by 71% and the remaining 29% is influenced by other variables not examined in this study. Partially the magnitude of the influence of Promotion on purchasing decisions is 24.9%, and the magnitude of the influence of Human Resources on purchasing decisions is 46.1%, so it can be concluded that Human Resources have the greatest influence on purchasing decisions.

Keywords: Promotion, Human Resources and Purchase Decision