

ABSTRAK

Perkembangan *smartphone* di Indonesia berkembang dengan pesat dimana berbagai aktivitas seperti pendidikan, belanja, pekerjaan dan lain sebagainya dapat dilakukan dengan hanya menggunakan *smartphone*. Persaingan pasar yang semakin ketat membuat iPhone harus dapat bersaing dan memperlihatkan keunggulan produknya untuk merebut perhatian konsumen. Permasalahan dalam penelitian ini adalah persaingan yang semakin kompetitif yang dialami *smartphone* iPhone. Berdasarkan fenomena yang terjadi maka diangkatlah judul penelitian ini yaitu “Pengaruh Harga dan Promosi Terhadap Proses Keputusan Pembelian *Smartphone* (Survei Pada Pengguna *Smartphone* iPhone di Kabupaten Karawang). Penelitian ini bertujuan untuk mengetahui pengaruh harga dan promosi terhadap proses keputusan pembelian (Survei Pada Pengguna *Smartphone* iPhone di Kabupaten Karawang) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Metode analisis regresi linear berganda, korelasi berganda, dan koefisien detriminasi. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan promosi terhadap proses keputusan pembelian. Besarnya pengaruh harga dan promosi terhadap proses keputusan pembelian secara simultan 57,6% dan sisanya 42,4% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap proses keputusan pembelian sebesar 19,1% dan pengaruh promosi terhadap proses keputusan pembelian sebesar 38,4%, sehingga dapat disimpulkan bahwa harga dan promosi memberikan pengaruh paling besar terhadap proses keputusan pembelian. Kesimpulannya harga dan promosi berpengaruh terhadap proses keputusan pembelian *smartphone* iPhone secara parsial maupun secara simultan. Saran bagi perusahaan, sebaiknya tetap menjaga daya tarik promosi dan meningkatkan publisitas, harga yang kompetitif sesuai kualitas, menjaga serta meningkatkan kualitas produk.

Kata Kunci: Harga, Promosi, dan Proses Keputusan Pembelian.

ABSTRACT

The development of smartphones in Indonesia is growing rapidly where various activities such as education, shopping, work and so on can be done using only a smartphone. The increasingly fierce market competition makes the iPhone must be able to compete and show the superiority of its products to grab consumers' attention. The problem in this study is the increasingly competitive competition experienced by iPhone smartphones. Based on the phenomenon that occurs, the title of this research is "The Influence of Price and Promotion on the Smartphone Purchase Decision Process (Survey of iPhone Smartphone Users in Karawang Regency). This study aims to determine the effect of price and promotion on the purchasing decision process (Survey of iPhone Smartphone Users in Karawang Regency) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 100 respondents. Multiple linear regression analysis method, multiple correlation, and coefficient of determination. The results of this study indicate that there is a positive and significant influence between price and promotion on the purchasing decision process. The magnitude of the influence of price and promotion on the purchasing decision process simultaneously is 57.6% and the remaining 42.4% is influenced by other variables not examined. Partially, the magnitude of the influence of price on the purchasing decision process is 19.1% and the influence of promotion on the purchasing decision process is 38.4%, so it can be concluded that promotion has the greatest influence on the purchasing decision process. In conclusion, price and promotion influence the decision process to purchase an iPhone smartphone partially or simultaneously. Suggestions for companies, it is better to maintain promotional attractiveness and increase publicity, competitive prices according to quality, maintain and improve product quality.

Keywords: Price, Promotion, and Purchase Decision Process.