

ABSTRAK

Penelitian ini dilakukan berdasarkan data peningkatan kontribusi subsektor ekonomi kreatif tahun 2021 yang mana industri kreatif *fashion* memiliki kontribusi terbesar terhadap ekonomi kreatif yang membuat jenis usaha pakaian khususnya gerai pada jenis usaha *clothing company* mengalami kenaikan presentase paling kecil. Berdasarkan data transaksi kategori wanita yang ada di Kota Bandung, usaha *clothing* dengan jumlah transaksi terendah adalah *clothing E.look*. Karena itu, peneliti tertarik untuk mengangkat penelitian ini dengan judul Pengaruh Harga, Promosi, dan Lokasi Terhadap Keputusan Pembelian (survei pada konsumen *clothing E.look*). Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh harga, promosi, dan lokasi terhadap proses keputusan pembelian. Teknik Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel dalam penelitian ini sebanyak 90 responden diperoleh dari populasi sebanyak 853 pelanggan yang berasal dari jumlah pelanggan periode tahun 2022 yang berkunjung dan melakukan pembelian pada *clothing E.look*. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga, promosi dan lokasi terhadap proses keputusan pembelian. Besarnya pengaruh harga, promosi dan lokasi terhadap proses keputusan pembelian secara simultan 94,6% dan sisanya 5,4% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap proses keputusan pembelian sebesar 67,2%, pengaruh promosi terhadap proses keputusan pembelian sebesar 12,3%, dan pengaruh lokasi terhadap proses keputusan pembelian sebesar 15,1%, sehingga dapat disimpulkan bahwa harga memberikan pengaruh paling besar terhadap proses keputusan pembelian.

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

ABSTRACT

*This research was conducted based on data on the increase in the contribution of the creative economy subsector in 2021, where the creative fashion industry has the largest contribution to the creative economy, which makes clothing businesses, especially outlets in the clothing company type of business, experience the smallest percentage increase. Based on transaction data for the women's category in the city. Bandung, the clothing business with the lowest number of transactions is E.look clothing. Therefore, researchers are interested in highlighting this research with the title *The Influence of Price, Promotion and Location on Purchasing Decisions (survey of E.look clothing consumers)*. This research aims to find out how much influence price, promotion and location have on the purchasing decision process. Technique The research method used is a descriptive and verification method with a sample size of 90 respondents obtained from a population of 853 customers from the number of customers for the 2022 period who visited and made purchases at E.look clothing. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination. The research results show that there is a positive and significant influence between price, promotion and location on the purchasing decision process. The magnitude of the influence of price, promotion and location on the purchasing decision process is simultaneously 94.6% and the remaining 5.4% is influenced by other variables that were not studied. Partially, the influence of price on the purchasing decision process is 67.2%, the influence of promotion on the purchasing decision process is 12.3%, and the influence of location on the purchasing decision process is 15.1%, so it can be concluded that price has the greatest influence on purchasing decision process.*

Keywords: Price, Promotion, Location and Purchasing Decision Process