

**PENGARUH CITRA MEREK, HARGA DAN PROMOSI TERHADAP  
KEPUTUSAN PEMBELIAN ( PEMBIAYAAN ) PADA PT. FEDERAL  
INTERNASIONAL FINANCE CABANG PAMULANG**

**TANGERANG SELATAN**

**SKRIPSI**

**Program Studi Manajemen – Strata 1**



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**JAKARTA**

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**THE INFLUENCE OF BRAND IMAGE, PRICE AND PROMOTION OF  
PURCHASING DECISIONS (FINANCING) AT PT. FEDERAL  
INTERNASIONAL FINANCE PAMULANG BRANCH**

**Theisis**

**Presented As One Of The Conditions For Obtaining A Degree**

**BACHELOR OF ECONOMICS**

**Economics Studies Program Management – Strata 1**

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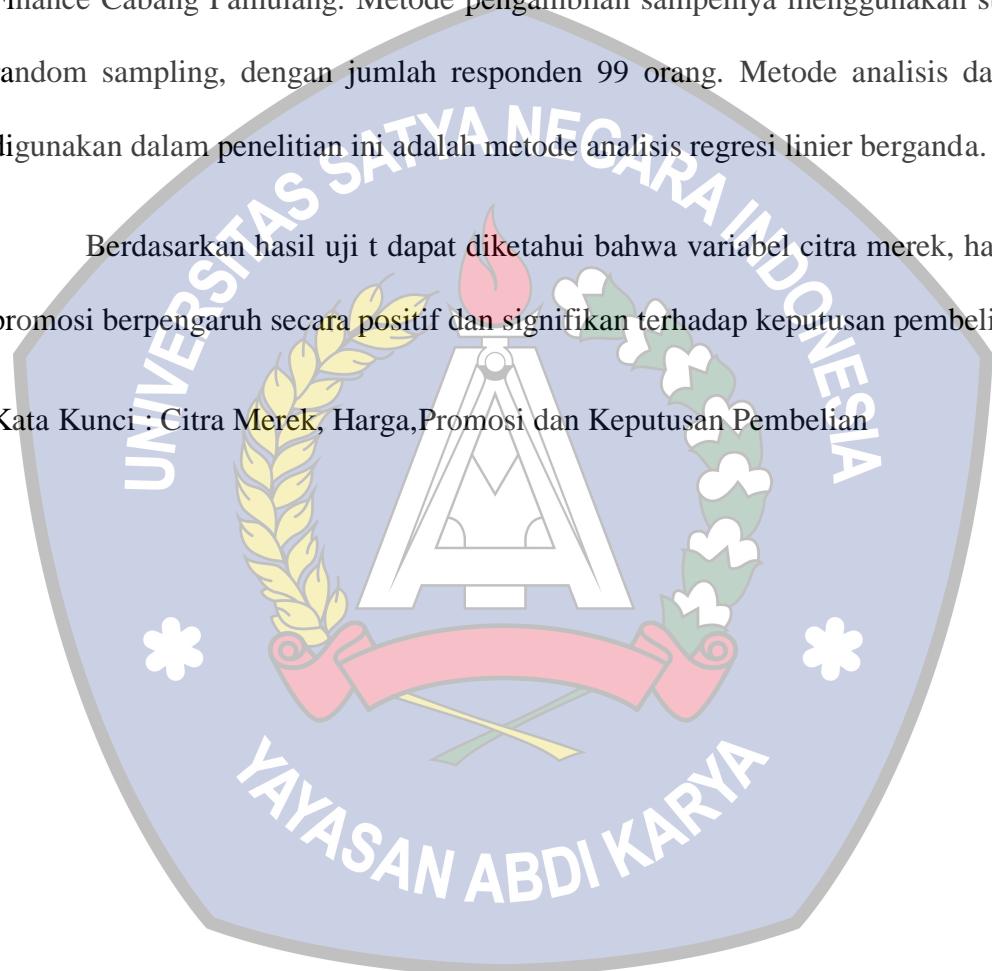
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## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, harga dan promosi terhadap keputusan pembelian (pembiasaan) pada PT.Federal Internasional Finance Cabang Pamulang. Metode pengambilan sampelnya menggunakan stratified random sampling, dengan jumlah responden 99 orang. Metode analisis data yang digunakan dalam penelitian ini adalah metode analisis regresi linier berganda.

Berdasarkan hasil uji t dapat diketahui bahwa variabel citra merek, harga dan promosi berpengaruh secara positif dan signifikan terhadap keputusan pembelian

Kata Kunci : Citra Merek, Harga,Promosi dan Keputusan Pembelian



## **ABSTRACT**

*This study aims to determine the influence of brand image, price and promotion of purchasing decisions (financing) at PT. Federal International Finance Branch Pamulang. Sampling method using stratified sampling, with the number of respondents 99 people. Data analysis method used in this research is multiple linier regression analysis method.*

*Based on t test results can be seen that the variables of brand image, price and promotion have a positive and significant effect on purchasing decisions.*

**Keywords:** *Brand Image, Price, Promotion and Purchase Decision.*

