ABSTRACT

The formulation of the problem in this study is how to improve purchasing decisions. This study aims to analyze the effect of promotional activities, price perceptions, and brand image on the decision to purchase a Toyota Calya Car in Semarang

The sampling method used in this study is a combination of accidental sampling and purposive sampling methods. Samples that met the criteria in this study were 100 people who had purchased Toyota Calya car products in Semarang. This means that the respondent really understood the product from the Toyota Calya car.

Based on the results of the study, the regression equation is obtained as follows: $Y = 0.530X1 + 0.249X2 + 0.220X3$. Based on the analysis of statistical data, the indicators in this study are valid and the variables are reliable. In testing classical assumptions, the regression model is free from multicolonity, heteroscedasticity does not occur, and is normally distributed. The individual sequence of each of the most influential variables is the promotion activity variable with a regression coefficient of 0.530, then price perception with a regression coefficient of 0.249 and a brand image of 0.220. Hypothesis testing carried out using the t test shows that the three independent variables, namely promotion activities (X1), price perceptions (X2), and the brand image (X3) studied are proven to be positively and significantly affect the dependent variable, the purchasing decision (Y). Then through the f test it can be seen that the variables are promotional activities, price perceptions, and brand image is indeed feasible to test the dependent variable, namely the purchasing decision. Adjusted R Square shows that 59.9% of the variation in purchasing decisions can be explained by the three independent variables in the regression equation. While the remaining 40.1% is explained by other variables outside of the three variables.

Keywords: promotional activities, price perception, brand image, purchase decision