

ABSTRACT

This research was based a decrease in sales PO Padang Aran in the period 2011-2013. The decline in sales can be formulated that how consumers make purchase decisions using PO Padang Aran phenomenon amid increasingly fierce competition. This study aimed to examine the effect of price perception, service quality, and promotion of tourism bus purchase decisions using PO Padang Aran.

This study used accidental sampling method with a sample of 100 people from a population of users Padang Aran PO tourist buses. The analytical method used is multiple linear regression. The results of the study found that the following regression equation: $Y = 0,338 X_1 + 0,423 X_2 + 0,316 X_3$.

Based on statistical data analysis, the indicators in this study is valid and reliable. In the classical assumption test, regression models multikolonieritas free, does not occur heteroscedasticity, and normal distribution. The greatest variable is the variable quality of service equal to 0.423, while the smallest variable is the variable promotion of 0,316. The results of the study found that all independent variables are positive and significant effect on the dependent variable.

Keywords: Perceptions of Price, Quality Service, Promotion, and Purchasing Decisions