

## **ABSTRAK**

Penelitian ini menganalisis tentang pengaruh citra perusahaan, kualitas layanan dan promosi terhadap keputusan pembelian paket wisata. Penelitian ini dilakukan terhadap konsumen di Nusantara Tour Semarang. Populasi pada penelitian ini adalah semua konsumen paket wisata di Nusantara Tour Semarang dengan responden yang ditetapkan menggunakan purposive sampling sebanyak 100 konsumen. Data primer didapatkan menggunakan kuesioner dan data diolah menggunakan SPSS versi 22. Hasil olah data uji instrumen penelitian dinyatakan bahwa semua indikator disetiap variabel valid dan semua variabel dinyatakan reliabel. Berdasarkan olah data uji t dan koefisien regresi menunjukkan bahwa, citra perusahaan dan kualitas layanan berpengaruh positif dan signifikan terhadap keputusan pembelian paket wisata di Nusantara Tour Semarang. Sedangkan promosi tidak berpengaruh terhadap keputusan pembelian paket wisata di Nusantara Tour Semarang.

**Kata Kunci : Citra Perusahaan, Kualitas Layanan, Promosi dan Keputusan Pembelian**

## **ABSTRACT**

*This study analyzes the effect of corporate image, service quality and promotion on tour packages purchasing decisions. This research was conducted on consumers in the Nusantara Tour Semarang. The population in this study were all consumers of tour packages in Nusantara Tour Semarang with respondents determined using purposive sampling of 100 consumers. Primary data were obtained using a questionnaire and data were processed using SPSS version 22. The results of the research instrument test data stated that all indicators in each variable were valid and all variables were declared reliable. Based on t-test data and the regression coefficient shows that, corporate image and service quality have a positive and significant effect on the decision to purchase tour packages in the Nusantara Tour Semarang. While the promotion does not effect the decision to purchase tour packages in the Nusantara Tour Semarang.*

***Keywords : Corporate Image, Service Quality, Promotion and Purchase Decision***