

## **ABSTRAK**

Penelitian ini merupakan penelitian survai. Populasi pada penelitian ini adalah seluruh mahasiswa Universitas Stikubank Semarang yang mempunyai sepeda motor Matic Merek Honda. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi berganda. Tujuan penelitian untuk mengetahui : (1) pengaruh harga terhadap keputusan pembelian, (2) pengaruh Citra Merek terhadap keputusan pembelian, (3) pengaruh Promosi terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa Harga, Citra Merek, dan Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci : Harga, Citra Merek, dan Promosi Terhadap Keputusan Pembelian.**

## **ABSTRACT**

*This research is a survey research. The population in this study were all students of the University of Stikubank Semarang who had Honda's Matic motorcycles. The sampling technique used purposive sampling with a total sample of 100 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple regression. The purpose of the study was to determine: (1) the effect of price on purchasing decisions, (2) the influence of brand image on purchasing decisions, (3) the influence of promotions on purchasing decisions. The results showed that price, brand image, and promotion had a positive and significant effect on purchasing decisions.*

***Keywords: Price, Brand Image, and Promotion of Purchase Decisions.***