ABSTRACT

Currently, the population growth is quite rapid and variety of work activities per person allows all these activities should be done quickly. So that people can do the job quickly, it needed support, such as transportation. One of the means of transport is the car. Among the various types of cars, there is one type of the most demanding consumers, namely the multi-purpose vehicle (MPV). Currently MPV type car that has the highest market share of Toyota Innova, which was ranked 1. However, in each year, the market share of Toyota Kijang Innova tends to decrease. This shows that consumers are also interested to buy other brands besides Toyota Kijang Innova. Many factors can influence the purchasing decisions such as promotion, product quality and price perception. The purpose of this study was to analyze the effect of promotion, product quality and price perception on purchase decision

The population of consumers who buy Toyota Innova on PT. Nasmoco, Jl. No Setiabudi. 22 Semarang whose number is unknown. The sample in this study was 96 respondents. Sampling techniques in the study conducted by purposive sampling technique. Is the primary type of data. Methods of data collection using questionnaires. The analysis technique used is multiple regression.

Results of analysis using SPSS shows that Promotion effect on the purchase decision. Product Quality influence on the purchase decision. Price perception effect on the purchase decision.

Keywords : Promotion, Product Quality, Price Perception, Purchase Decision

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