

ABSTRAK

Beta Patriani, 2019, Nim 105720520915. Analisis harga dan promosi terhadap perilaku konsumen pada CV. Amanda Brownies Cabang Alauddin di Kota Makassar, Skripsi program studi manajemen Universitas Muhammadiyah Makassar. Di bimbing oleh pembimbing I Buyung Romadhoni dan pembimbing II Muh. Nur Rasyid.

Tujuan penelitian ini adalah untuk mengetahui pengaruh harga dan promosi terhadap perilaku konsumen pada CV. Amanda Brownies Cabang Alauddin di kota Makassar.

Penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif. metode pengumpulan data dilakukan dengan metode observasi, dokumentasi, studi pustaka dan kuesioner. Populasi pada penelitian ini adalah konsumen Amanda Brownies Cabang Alauddin di Kota Makassar. Penentuan sample menggunakan rumus *slovin* dan menggunakan skala likert untuk penetapan responden.

Hasil perhitungan analisis regresi linear berganda $Y=0,2880+0,192X_1+0,347X_2+0,05$ menunjukkan bahwa nilai koefisien dari variabel $X_1 < X_2$, dan untuk hasil uji hipotesis X_1 menunjukkan bahwa nilai signifikansi $0,104 > 0,05$ dan nilai $T_{hitung} 1,709 < T_{tabel} 1,985$, dan X_2 nilai signifikansi sebesar $0,003 < 0,05$ dan $T_{hitung} 3,072 > 1,985$ berdasarkan hasil perhitungan tersebut dapat disimpulkan bahwa harga X_1 tidak berpengaruh positif dan promosi X_2 berpengaruh positif terhadap variabel Y .

Kata kunci: harga, promosi, perilaku konsumen

ABSTRACT

Beta Patriani, 2019, Nim 105720520915. The Analysis of Price and Promotion towards Consumers' Behavior at CV. Amanda Brownies Alauddin Branch in Makassar. A Thesis of Management Study Program at Muhammadiyah University of Makassar. Guided by supervisor I Buyung Romadhoni and supervisor II Muh. Nur Rasyid.

The purpose of this study was to determine the effect of price and promotion towards the consumers' behavior at CV. Amanda Brownies Alauddin Branch in Makassar.

This research is a descriptive study with a quantitative approach. Data collection method was done by using observation, documentation, literature study and questionnaire. The population in this study were the consumers of Amanda Brownies Alauddin Branch in Makassar. The sample were determined by using Slovin formula while the respondents were determined by using Likert scale.

The calculation results of multiple linear regression analysis $Y = 0.2880 + 0.192X_1 + 0.347X_2 + 0.05$ indicated that the coefficient value of variable was $X_1 < X_2$, and for the results of the hypothesis test X_1 indicated that the significance value was $0.104 > 0.05$ and the value was $T_{count} 1.709 < Table 1.985$, and X_2 significance value was $0.003 < 0.05$ and $T_{count} 3.072 > 1.985$, according to the results of these calculations it can be concluded that the price of X_1 has no positive effect while the promotion of X_2 has a positive effect on variable Y .

Keywords: price, promotion, consumers' behavior