

ABSTRACT

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INFLUENCE OF PRICES AND PROMOTIONS ON PURCHASE DECISIONS AT TRAVELOKA

*The Influence of Prices and Promotions on Purchasing Decisions at Traveloka
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This research aims to analyze the influencing factors in it determine the purchasing decisions of the South Tangerang Community regarding the use of Traveloka products. The factors included in the research include price and promotion. This research applies a quantitative descriptive approach with a survey method, carried out by boldly distributing questionnaires to people living in South Tangerang who have made purchases or orders through Traveloka. Researchers use a quantitative research approach using regression research methods. The results of this research state that the price variable has a positive and significant effect on purchasing decisions, and the promotion variable has a positive and significant effect on purchasing decisions.

*Keywords: Price, Promotion, Purchase Decision,
Marketing Management.*