

ANALISIS PENGARUH PROGRAM DISKON YANG DI PROMOSIKAN MELALUI TIKTOK TERHADAP KEPUTUSAN PEMBELIAN PADA MOMOYO BENGKALIS

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pemberian diskon harga terhadap keputusan pembelian konsumen pada Momoyo di Kecamatan Bengkalis. Diskon merupakan salah satu strategi promosi yang banyak digunakan untuk menarik minat konsumen dan mendorong terjadinya pembelian, baik secara terencana maupun impulsif. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis data kualitatif dan kuantitatif yang diperoleh dari responden melalui teknik pengumpulan data. Variabel yang digunakan dalam penelitian ini meliputi diskon sebagai variabel independen dan keputusan pembelian sebagai variabel dependen. Indikator diskon meliputi besaran diskon, durasi diskon, serta daya tarik promosi, sedangkan keputusan pembelian diukur melalui tahapan pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan membeli, dan perilaku pasca pembelian. Hasil penelitian menunjukkan bahwa diskon memiliki pengaruh terhadap keputusan pembelian konsumen. Berdasarkan nilai koefisien determinasi, diskon memberikan kontribusi sebesar 71,9% terhadap keputusan pembelian, sedangkan 28,1% sisanya dipengaruhi faktor di luar variabel yang diteliti, seperti kualitas produk, pelayanan, harga, lokasi, citra merek, dan faktor pribadi konsumen.

Kata kunci: diskon, promosi, keputusan pembelian, konsumen, perilaku konsumen, promosi.

ANALYSIS OF THE EFFECT OF PRICE DISCOUNT PROGRAMS PROMOTED THROUGH TIKTOK ON PURCHASING DECISIONS AT MOMOYO BENGKALIS

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Abstract

This study aims to analyze the effect of price discounts on consumer purchasing decisions at Momoyo in Bengkalis District. Discounts are one of the promotional strategies widely used to attract consumer interest and encourage purchasing behavior, whether planned or impulsive. This research uses a quantitative approach with both qualitative and quantitative data obtained from respondents through data collection techniques. The variables used in this study include discounts as the independent variable and purchasing decisions as the dependent variable. Discount indicators consist of the size of the discount, discount duration, and promotional attractiveness, while purchasing decisions are measured through stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The results of the study indicate that discounts have an influence on consumer purchasing decisions. The results of the study show that discounts have an influence on consumers' purchasing decisions. Based on the coefficient of determination, discounts contribute 71.9% to purchasing decisions, while the remaining 28.1% is influenced by factors outside the variables examined in this study, such as product quality, service, price, location, brand image, and personal factors of consumers

Keywords: *Consumer, Consumer Behavior, Discount, Promotion, Purchase Decision*