

## Promotion, Price and Service Quality for Consumers to Making Purchase Decisions

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### ABSTRAK

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**Kata kunci:**

Keputusan Pembelian  
Harga  
Kualitas Layanan  
Promosi

**Keywords:**

Purchase Decision  
Price  
Service Quality  
Promotion

Studi literatur mengenai promosi, harga dan kualitas pelayanan terhadap konsumen dalam melakukan keputusan pembelian ini dilakukan secara ilmiah dalam lingkup manajemen pemasaran untuk menyusun hipotesis penelitian apakah terdapat pengaruh harga terhadap keputusan pembelian, pengaruh promosi terhadap keputusan pembelian dan pengaruh kualitas pelayanan terhadap keputusan pembelian. Metode yang digunakan dalam penelitian ini adalah metode kualitatif melalui studi pustaka. Hasil dari penelitian ini adalah promosi dapat mempengaruhi konsumen untuk melakukan keputusan pembelian, harga mempengaruhi konsumen untuk melakukan keputusan pembelian dan kualitas pelayanan dapat mempengaruhi konsumen untuk melakukan keputusan pembelian.

This literature study of promotions, prices and service quality for consumers in making purchasing decisions was carried out scientifically within the scope of marketing management decisions to develop a research hypothesis whether there is an influence of price on purchasing decisions, an influence of promotions on purchasing decisions and an influence of service quality on purchasing decisions. The method used in this research is a qualitative method through literature review. The results of this study are that promotions can influence consumers to make purchasing decisions, prices influence consumers to make purchasing decisions and service quality can influence consumers to make purchasing decisions.

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### INTRODUCTION

Currently, the market is experiencing rapid development accompanied by changes, not only in market players but also in buyers or consumers. For market players, changes are marked by the increasing diversity of products offered and the increasing number of competitors playing in an increasingly narrow market. Likewise with consumers, consumer behavior in purchasing a product is greatly influenced by the information they obtain. The more products offered by manufacturers, the more choices there are to buy them. Moreover, there are many sources of information that consumers can currently use to make their choices. If a decade ago there was very limited information regarding goods, now it is the opposite where there is a lot of information related to goods. Therefore, consumers must be smart in filtering the information around them before buying the goods they need.

Consumers' decisions to buy a product are influenced by several existing factors. It is very important for producers to know how consumers think and act before buying a product so that producers understand how to prepare the products they will sell to the market. One of the factors that influences consumers' decisions to buy is price. Usually consumers find out what price is appropriate for them if they want to buy a product. It rarely happens that buyers ignore the price when they want to buy, unless the consumer really needs the item and there are no substitutes for the item. Another factor that consumers consider when making a purchase is promotion. Promotions are carried out by manufacturers to inform consumers regarding product advantages compared to competing products, specifications, services, sales programs, sales locations and so on. Currently promotions are carried out in a more diverse and interesting way so that consumers can access these promotions wherever and whenever needed through promotional channels known as promotion mix. A factor that is no

less important for consumers before making a decision to buy goods is the quality of service provided by producers to consumers. Service quality is an important key for consumers before making a purchase. Because the quality of this service is a reflection of the extent to which the manufacturer serves its consumers seriously

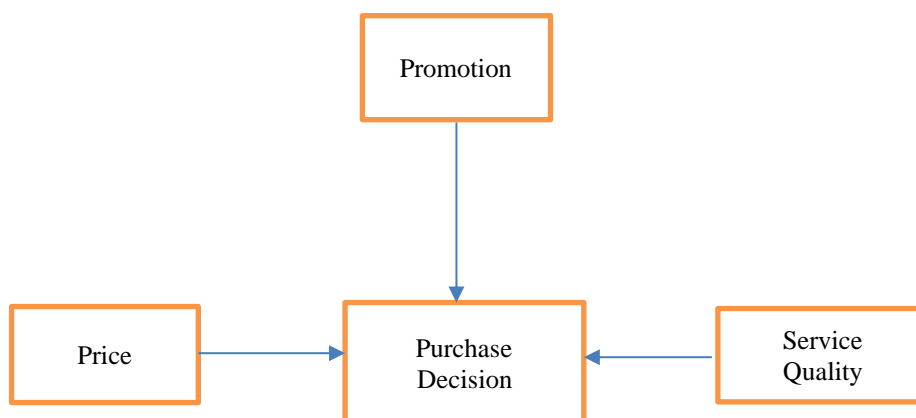
## METHOD

This research uses qualitative methods through literature study. Discussion and study of the theories used based on the scope of marketing management. Apart from that, the analysis uses articles published in reputable and non-reputable journals sourced from Google Scholar and Mendeley. In qualitative research, the use of literature has various purposes based on the type of qualitative research carried out. In general, to maintain the naturalness of the data, extensive use of literature is carried out after the research is conducted. In general, literature is used to identify the results of previous research, namely various findings that have been found or that have not been found related to the special phenomenon or situation to be studied. The aim of using literature in qualitative research is to place the findings from previous research in the context of various findings that have just been discovered, however, this does not mean carrying out in-depth confirmation of the results of previous research findings.

## RESULTS AND DISCUSSION

1. Effect of Price on Purchasing Decisions
2. Effect of Promotion on Purchasing Decisions
3. The Influence of Service Quality on Purchasing Decisions

### Conceptual Framework



## CONCLUSION

Promotions greatly influence consumers in making purchasing decisions for goods sold by producers. Price greatly influences consumers to make purchasing decisions on goods sold by producers and the quality of service provided by producers greatly influences consumers' decisions to make purchases.

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