

## **ABSTRACT**

### ***Analysis of the Effect of Price, Promotion and Company Image on the Decision to Use Winnie's Wedding Organizer & Decoration in Sukabumi***

*Marriage is the most important moment for the bride and groom, the event that is expected to be once in a lifetime certainly requires very careful preparation. Today's society has a high level of busyness so preparing for a wedding to run well is certainly very draining of mind and time. Therefore the Wedding Organizer business opportunity is very promising. In this case, what was discussed was Winnie's Wedding Organizer & Decoration service company.*

*This study aims to examine the relationship between price, promotion and corporate image on the decision to use Winnie's Wedding Organizer & Decoration services. The study was conducted on 86 respondents who became Winnie's Wedding Organizer & Decoration service users in Sukabumi in the period 2017 - 2019. The number of samples was 86 consumers.*

*In this study the authors used quantitative, descriptive and associative methods using multiple regression analysis, correlation, coefficient of determination, and hypothesis testing using the *t* test and the *F* test, which previously tested the classical assumption first. The results showed that price, promotion and image simultaneously affect the decision to use Winnie's wedding organizer services. While partially the price does not affect the decision to use Winnie's wedding organizer service, but the promotion and image variables partially influence the decision to use Winnie's wedding organizer service.*

*Keywords : price, promotion, company image and service usage decisions*

## ABSTRAK

### **Analisis Pengaruh Harga, Promosi dan Citra Perusahaan terhadap Keputusan Penggunaan Jasa Winnie's Wedding Organizer & Decoration di Sukabumi**

Pernikahan merupakan momen paling penting bagi calon pasangan pengantin, peristiwa yang diharapkan sekali seumur hidup ini tentu memerlukan persiapan yang sangat matang. Masyarakat jaman sekarang memiliki tingkat kesibukan yang cukup tinggi sehingga untuk mempersiapkan pesta pernikahan agar berjalan dengan baik tentunya sangat menguras pikiran dan waktu. Karena itu peluang bisnis *Wedding Organizer* sangat menjanjikan. Dalam hal ini yang dibahas adalah perusahaan jasa *Winnie's Wedding Organizer & Decoration*.

Penelitian ini bertujuan untuk menguji hubungan antara harga, promosi dan citra perusahaan terhadap keputusan penggunaan jasa *Winnie's Wedding Organizer & Decoration*. Penelitian dilakukan terhadap 86 responden yang menjadi pengguna jasa *Winnie's Wedding Organizer & Decoration* di Sukabumi pada periode 2017 - 2019. Jumlah sampel sebanyak 86 konsumen.

Dalam penelitian ini penulis menggunakan metode kuantitatif, deskriptif dan asosiatif dengan menggunakan analisis regresi berganda, korelasi, koefisien determinasi, serta uji hipotesis menggunakan uji t dan uji F yang sebelumnya dilakukan uji asumsi klasik terlebih dahulu. Hasil penelitian menunjukkan bahwa harga, promosi dan citra secara simultan berpengaruh terhadap keputusan penggunaan jasa *Winnie's Wedding Organizer*. Sedangkan secara parsial harga tidak berpengaruh terhadap keputusan penggunaan jasa *Winnie's Wedding Organizer*, namun variabel promosi dan citra berpengaruh secara parsial berpengaruh terhadap keputusan penggunaan jasa *Winnie's Wedding Organizer*.

*Kata Kunci : harga, promosi, citra perusahaan dan keputusan penggunaan jasa*