

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan promosi terhadap keputusan pembelian produk Schick yang didistribusikan oleh PT. Bahtera Cipta Raga Prima di area Medan.

Penelitian ini didasarkan pada kondisi penjualan produk Schick yang berfluktuasi dan cenderung menurun, serta adanya persepsi konsumen bahwa harga yang ditetapkan kurang kompetitif dan promosi yang dilakukan belum optimal. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada konsumen pengguna produk Schick di wilayah Medan. Teknik analisis data yang digunakan meliputi analisis regresi linear berganda, uji F, dan uji t.

Hasil penelitian menunjukkan bahwa harga dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, variabel harga berpengaruh signifikan terhadap keputusan pembelian, yang menunjukkan bahwa persepsi harga, perbandingan harga, dan tingkat keterjangkauan menjadi pertimbangan utama konsumen. Variabel promosi juga berpengaruh signifikan terhadap keputusan pembelian, meskipun masih dinilai belum optimal oleh sebagian besar responden. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa peningkatan strategi penetapan harga dan efektivitas promosi perlu dilakukan untuk meningkatkan minat beli serta daya saing produk Schick di area Medan.

Kata Kunci: Harga, Promosi, Keputusan Pembelian, Pemasaran, Schick.

ABSTRACT

An analysis of the influence of price and promotion on purchasing decisions for the Schick brand at PT. Bahtera Cipta Raga Prima in the Medan area

This study aims to analyze the effect of price and promotion on purchasing decisions of Schick products distributed by PT. Bahtera Cipta Raga Prima in the Medan area. The background of this research is based on the fluctuating and declining sales performance of Schick products, as well as consumers' perceptions that the prices are less competitive and promotional activities are not yet optimal. This research employs a quantitative approach using a survey method. The data were collected through questionnaires distributed to consumers who use Schick products in the Medan area. The data analysis techniques used include multiple linear regression analysis, F-test, and t-test.

The results show that price and promotion simultaneously have a significant effect on purchasing decisions. Partially, the price variable has a significant effect on purchasing decisions, indicating that price perception, price comparison, and affordability level are the main considerations for consumers. The promotion variable also has a significant effect on purchasing decisions, although it is still perceived as not optimal by most respondents. Based on these findings, it can be concluded that strengthening pricing strategies and improving promotional effectiveness are necessary to increase purchase intention and enhance the competitiveness of Schick products in the Medan area.

Keywords: *Price, Promotion, Purchasing Decision, Marketing, Schick.*