

**THE INFLUENCE OF PROMOTION, PRICE AND WORD F MUTH ON
PURCHASING DECISIONS FOR PHOTOGRAPHY SERVICES
IN BANDAR LAMPUNG**

ABSTRACT

By

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This research aims to determine the influence of promotion, price and word of mouth on purchasing decisions for photography services in Bandar Lampung. The target population for this research was people in Bandar Lampung, and the sample took people who had used photography services. The results of the research show that the promotion, price and word of mouth variables partially have a positive and significant effect on the decision to purchase photography services in Bandar Lampung. Meanwhile, based on the R-square coefficient of determination value of 0.729 or 72.9%, it can be concluded that there is a positive and unidirectional relationship between the independent variable (Y) and the dependent variable (X) and the remaining 27.1% is explained by other variables outside this research.

Keywords: *Purchase Decision, Promotion, Price, Word Of Mouth.*

PENGARUH PROMOSI, HARGA DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN JASA FOTOGRAFI DI BANDAR LAMPUNG

ABSTRAK

Oleh

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Penelitian ini bertujuan untuk mengetahui pengaruh promosi, harga dan *word of mouth* terhadap keputusan pembelian jasa fotografi di Bandar Lampung. Populasi sasaran penelitian ini adalah masyarakat di Bandar Lampung, dan sampel mengambil masyarakat yang pernah menggunakan jasa fotografi. Hasil penelitian menunjukkan bahwa variabel promosi, harga dan *word of mouth* secara parsial berpengaruh positif dan signifikan terhadap keputusan Pembelian Jasa Fotografi di Bandar Lampung. Sedangkan berdasarkan nilai koefisien determinasi R-square sebesar 0,729 atau 72,9% Sehingga dapat disimpulkan bahwa adanya hubungan positif dan searah antara variabel independen (Y) dan variabel dependen (X) dan 27,1% sisanya dijelaskan oleh variabel lain diluar penelitian ini

Kata Kunci: Keputusan Pembelian, Promosi, Harga , *Word Of Mouth*.