

Judul : **PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MOBIL SUZUKI APV (STUDI KASUS PADA PT. PAN ASIA CHAKRA UTAMA PEKALONGAN)**
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Abstract

Every company wants to be the winner upon the product selling. In order to achieve the purpose, the company needs to complete the business policies to reach the desired market designation, oriented to the customer. One of the policies is the policy of promotion and price. The purpose of the research is to acknowledge the influence effect of promotion and price against the decision making of the purchasing either partially or simultaneously. The major obstacle of the research is the existence of the selling number decrease of Suzuki APV car upon PT. Indomobil Suzuki.

The research used explanatory research upon the Suzuki APV car customer of PT. Pan Asia Chakra Utama Pekalongan by using the method of purposive sampling. The data collecting method was interview and questionnaire. The data was analyzed by using statistical descriptive and inferential method, which specially used double regression analysis within the program of SPSS for windows.

The conclusion is the promotion of Suzuki APV car has the category of attractive; however, there is still weakness upon the information completion of the advertisement, the seller comprehension and the clearness of the sales person upon the conveying of the product information. The price of Suzuki APV car is in the category of low-priced; however, it still possesses weakness of considerable high-priced if it is compared to the other similar type of cars and the evaluated car price is not appropriated enough assessed from the product quality. The purchasing decision is in the category of fine, assessed from the high-level of the satisfaction upon the product and the willingness of recommending the Suzuki APV car to other. The analysis result shows that the influence effect of the promotion and price, simultaneously seen, against the purchasing decision is 42.2%.

It is suggested to the company to add information within the advertisement of Suzuki APV, the company is wished to measure and evaluate the performance of the selling armada/sales marketing person, since it is the method to increase effectiveness and efficiency of the activity of the selling employee, the company is expected to maintain price and to stipulate policies upon the competing price against the competitor's car price.