

ABSTRAK

Ayu Aryanti, 2024 “*Pengaruh Iklan Dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Toko Anna Online Shop di Kota Palopo*”. Skripsi Program Studi Manajemen Bisnis Syariah Fakultas Ekonomi Dan Bisnis Islam Institut Agama Islam Negeri Palopo Di Bimbing Oleh Nurdin Batjo, S.Pt., M.M.

Fokus penelitian ini membahas tentang pengaruh iklan dan promosi penjualan terhadap keputusan pembelian pada toko anna online shop di kota palopo. Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh iklan dan promosi penjualan terhadap keputusan pembelian pada Toko Anna Online Shop di Kota Palopo.

Metode yang digunakan adalah metode penelitian kuantitatif dengan menggunakan rumus *lemeshow* dengan teknik penarikan sampel menggunakan *purposive sampling*, sehingga jumlah sampel yang di gunakan sebanyak 100 responden. Adapun teknik analisis data yang digunakan dalam penelitian ini diantaranya uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas dan uji heterokedastisitas, kemudian uji regresi linear berganda, uji hipotesis yang terdiri dari uji parsial (uji T), uji simultan (uji F), dan uji determinasi (uji R²).

Dari hasil penelitian ini, variabel Iklan (X_1) ($t_{hitung} 3,985 > t_{tabel} 1,985$), maka H_{01} ditolak dan H_{11} diterima yang berarti terdapat pengaruh iklan(X_1) terhadap keputusan pembelian (Y). Sedangkan, variabel promosi penjualan (X_2) ($t_{hitung} 2,445 > t_{tabel} 1,985$), maka H_{02} ditolak dan H_{12} diterima yang berarti terdapat pengaruh promosi penjualan (X_2) terhadap keputusan pembelian (Y). Berdasarkan hasil analisis uji F diperoleh nilai $F_{hitung} (25,771) > F_{tabel} (3,939)$ dan nilai signifikansinya $(0,000) < 0,05$ maka terdapat pengaruh positif dan signifikan variabel Iklan (X_1) dan Promosi Penjualan (X_2) secara simultan pada keputusan pembelian (Y) sehingga H_{03} ditolak dan H_{13} diterima. Berdasarkan penelitian ini didapat nilai koefisien determinasi (R^2) sebesar 0,347. Angka tersebut memperlihatkan dari Iklan (X_1) dan Promosi Penjualan (X_2) berpengaruh sebesar 34% pada Keputusan Pembelian (Y). Sedangkan 66% lainnya dipengaruhi oleh faktor diluar penelitian.

Kata Kunci: Iklan, Promosi Penjualan, Keputusan Pembelian.

ABSTRACT

Ayu Aryanti, 2024. "The Influence of Advertising and Sales Promotion on Purchase Decisions at Anna Online Shop in Palopo City." Undergraduate Thesis, Sharia Business Management Program, Faculty of Islamic Economics and Business, State Islamic Institute of Palopo, supervised by Nurdin Batjo, S.Pt., M.M.

This research focuses on the influence of advertising and sales promotions on purchase decisions at Anna Online Shop in Palopo City. The aim of the study is to determine the extent to which advertising and sales promotions affect purchase decisions at Anna Online Shop in Palopo City.

The method used is quantitative research with the Lemeshow formula and purposive sampling technique, resulting in a sample size of 100 respondents. Data analysis techniques include classical assumption tests such as normality test, multicollinearity test, and heteroscedasticity test, followed by multiple linear regression analysis, hypothesis testing including partial test (T test), simultaneous test (F test), and determination test (R^2 test).

From the results of this study, the Advertising variable (X1) has a t-value of 3.985, which is greater than the t-table value of 1.985. Therefore, H01 is rejected and H11 is accepted, indicating that there is an influence of Advertising (X1) on Purchase Decision (Y). Similarly, the Sales Promotion variable (X2) has a t-value of 2.445, which is greater than the t-table value of 1.985. Therefore, H02 is rejected and H12 is accepted, indicating that there is an influence of Sales Promotion (X2) on Purchase Decision (Y). Based on the F test analysis, the F-value obtained is 25.771, which is greater than the F-table value of 3.939, and the significance value is 0.000, which is less than 0.05. This indicates a positive and significant simultaneous effect of the Advertising (X1) and Sales Promotion (X2) variables on Purchase Decision (Y), so H03 is rejected and H13 is accepted. According to this study, the coefficient of determination (R^2) is 0.347. This figure shows that Advertising (X1) and Sales Promotion (X2) explain 34% of the variation in Purchase Decision (Y), while the remaining 66% is influenced by factors outside of the study.

Keywords: Advertising, Sales Promotion, Purchase Decision.