

THE INFLUENCE OF PRICE PERCEPTION AND PROMOTION ACTIVITIES ON THE PURCHASE DECISION OF ANMUM ESSENTIAL

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ABSTRACT

This research aims to analyze the factors that may effect the purchase decision of Annum Essential. Both primary and secondary data were employed in this study. Secondary data were collected from various sources such as books and journals. Primary data were collected by distributing quostionnaires to the target respondents. A total of 83 respondents were obtained. Collected data were analyzed using multivariate analysis including data reduction analysisand regression analysis. The results indicate that, price perception, and promotion activities simultaneously effecting 47,9% the purchase decision of Annum Essential. Of the two factors, both of them significantly have positive effect to the purchase decision of Annum Essential. The two factors are price perception and promotion activities.

Keywords: price perception, promotion activities, purchase decision, Annum
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