

PERCEIVED VALUE, PRICE, DAN PROMOTION MIX MEMPENGARUHI KEPUTUSAN PEMBELIAN TERHADAP PRODUK MICROSOFT DI JAKARTA

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This study was conducted to investigate the effect of perceived value, price, promotion mix, and customer expectation on purchasing decision for Intel product. The population of this research were consisting of people who are living in Jakarta whose using computer for their daily activities. The sampling frame was limited which computer users who are using Microsoft product to support their activities. The probabilistic judgmental sampling method was used in this research. There are 120 respondents and 110 respondents are using Microsoft products. The technique of data analysis in this research was multiple regression analysis and assumption of classical linear regression. The findings of this research showed that perceived value, price, promotion mix, and customer expectation had effects to purchase decision