



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

***PERCEIVED QUALITY, PRICE, PROMOTION MIX, DAN CUSTOMER
EXPECTATION* MEMPENGARUHI KEPUTUSAN PEMBELIAN
TERHADAP PRODUK INTEL DI INDONESIA**

DIAJUKAN OLEH

NAMA : DANIEL CHRISTIAN

NPM : 115110078

**UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT
GUNA MENCAPAI GELAR
SARJANA EKONOMI**

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UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA

TANDA PERSETUJUAN SKRIPSI

NAMA : DANIEL CHRISTIAN
NOMOR POKOK MAHASISWA : 115110078
PROGRAM STUDI : S1 MANAJEMEN
MATA KULIAH KONSENTRASI: MANAJEMEN PEMASARAN
JUDUL SKRIPSI : *PERCEIVED QUALITY, PRICE, PROMOTION MIX, DAN CUSTOMER EXPECTATION* MEMPENGARUHI KEPUTUSAN PEMBELIAN TERHADAP PRODUK INTEL DI INDONESIA

JAKARTA, 10 JULI 2015

DOSEN PEMBIMBING

(Dr. Miharni Tjokrosaputro, SE, MM)

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SETELAH LULUS UJIAN KOMPREHENSIF**

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PROMOTION MIX, DAN CUSTOMER
EXPECTATION* **MEMPENGARUHI
KEPUTUSAN PEMBELIAN TERHADAP
PRODUK INTEL DI INDONESIA****

TANGGAL: KETUA PENGUJI

(Dr. Yanuar, SE, MM)

TANGGAL: ANGGOTA PENGUJI

(Dra. Zahrida Wiryawan, MM)

TANGGAL: ANGGOTA PENGUJI

(Dr. Miharni Tjokrosaputro, SE, MM)

ABSTRAK

UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

(A) DANIEL CHRISTIAN (115110078)

(B) *PERCEIVED QUALITY, PRICE, PROMOTION MIX, DAN CUSTOMER EXPECTATION* MEMPENGARUHI KEPUTUSAN PEMBELIAN TERHADAP PRODUK INTEL DI INDONESIA

(C) XIII + 150 halaman, 2015, tabel 16, gambar 11, lampiran 15

(D) MANAJEMEN PEMASARAN

(E) Abstract: *This study was conducted to investigate the effect of perceived quality, 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 and Tangerang whose using computer for their daily activities. The sampling frame was limited which computer users who are studying in Tarumanagara University and the consumer/buyer/retailer in Mangga Dua Mall. The probabilistic judgmental sampling method was used in this research. There are 130 respondents. 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 quality, price, promotion mix, and customer expectation had effects to purchase decision.*

(F) Daftar acuan (1985-2015)

(G) Dr. Miharni Tjokrosaputro, SE, MM.