

ABSTRAK

PENGARUH *RESPONSIVENESS*, PERSEPSI HARGA, PROMOSI SOSIAL MEDIA INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN PRODUK KUKUKRIUK

Kukukriuk merupakan bisnis yang bergerak dibidang makanan dan minuman khususnya pendamping makanan. Produk dari Kukukriuk adalah kremes ayam yang dibuat dengan menggunakan sari ayam asli serta rempah-rempah berkualitas pilihan sehingga produk Kukukriuk memiliki kualitas serta mutu yang terjamin. Kukukriuk hadir untuk menjawab kebutuhan masyarakat khususnya pecinta makanan pendamping, keputusan pembelian konsumen dapat dipengaruhi oleh beberapa faktor. Dalam teori *Theory of Planned Behavior* (TPB), terdapat beberapa faktor yang memengaruhi keputusan pembelian, yaitu daya tanggap (*responsiveness*), persepsi harga, dan promosi. Tujuan dari penelitian ini untuk mengetahui pengaruh *responsiveness* terhadap keputusan pembelian, pengaruh persepsi harga terhadap keputusan pembelian, dan pengaruh promosi sosial media instagram terhadap keputusan pembelian produk Kukukriuk. Metode dalam penelitian ini adalah kuantitatif deskriptif, dengan metode analisis regresi linear berganda menggunakan *Statistical Product and Service Solution* (SPSS). Penelitian ini memiliki jumlah sampel sebanyak 82 responden yang merupakan konsumen Kukukriuk, dengan hasil penelitian *responsiveness* tidak berpengaruh terhadap keputusan pembelian, persepsi harga dan promosi sosial media instagram berpengaruh dan signifikan terhadap keputusan pembelian.

Kata Kunci: Keputusan Pembelian, Persepsi Harga, Promosi Sosial Media Instagram, *Responsiveness*.

ABSTRACT

THE EFFECT OF RESPONSIVENESS, PRICE PERCEPTION, INSTAGRAM SOCIAL MEDIA PROMOTION ON PURCHASE DECISION OF KUKUKRIUK PRODUCT

Kukukriuk is a business that runs in food and beverage field, especially food companion. The product from Kukukriuk is “ayam kremes”, that is made by using real chicken cider and selected quality spicese so that Kukukriuk product has guaranteed quality. Kukukriuk exists to answer people need, especially food companion lovers, consumer purchase decision can be influenced by some factors. In Theory of Planned Behavior (TPB), there are some factors that influence purchase decision, that is, responsiveness, price perception, and promotion. The purpose of this research is to find out the effect of responsiveness on purchase decision, price perception on purchase decision, and the effect of Instagram social media promotion on purchase decision of Kukukriuk product. The method in this research is quantitative, that is, descriptive quantitative, with multiple linear regression analysis method by using Statistical Product and Service Solution (SPSS). This research has a total sample of 82 respondents who are Kukukriuk consumers, with the result of research that responsiveness does not affect on purchase decision, price perception and Instagram social media promotion affects and significant on purchase decision.

Keywords: *Instagram Social Media Promotion, Price Perception, Purchase Decision, Responsiveness.*