

LEMBAR PERSETUJUAN

**PENGARUH PENETAPAN HARGA TERHADAP KEPUTUSAN
PEMBELIAN DI DEPARTMENT STORE HYPERMART GORONTALO MALL**

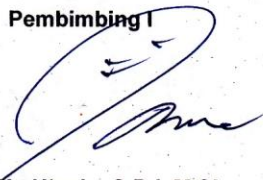
SKRIPSI

OLEH

**FAT ITA PURNAMASARI GILANO
931 412 115**

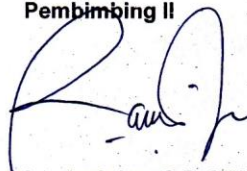
Telah diperiksa dan disetujui untuk diuji

Pembimbing I



**Raffin Hineho, S.Pd, M.Si
NIP. 19730618 199903 1 001**

Pembimbing II



**Rahman Amir Isa, S.E. MM
NIP. 19750828 200604 1 018**

**Mengetahui
Ketua Jurusan Manajemen**



**Hais Dama, SE. M.Si
Nip. 19730305 200212 1 003**

PENGESAHAN

**Skripsi yang Berjudul Pengaruh Penetapan Harga Terhadap Keputusan
Pembelian Konsumen Di Department Store Hypermart Gorontalo Mall**

OLEH





Fat Ita Purnamasari Gilano

Telah dipertahankan di depan Dewan Penguji

Hari/Tanggal : Selasa, 29 November 2016

Waktu : 09.00-11.00 WITA

Penguji:

1. **Raflin Hineho, S.Pd., M.Si** (.....)
2. **Ramlan Amir Isa, SE, MM** (.....)
3. **Supardi Nani, SE., M.Si** (.....)
4. **Zulfia K Abdussamad, S.E., M.Si** (.....)

Mengetahui :

Dekan Fakultas Ekonomi



Dr. Hamzah Yunus, M.Pd

Nip. 19600223 198603 1 004

ABSTRACT

Fat Ita Purnamasari Gilano. 931 412 115. The Influence of Price Determination towards Consumers' Buying Decision at Hypermart Gorontalo Mall Department Store. Skripsi, Bachelor Study Program of Management, Department of Management, Faculty of Economics, State University of Gorontalo. Principal supervisor is Raflin Hinele, S.Pd, M.Si and Co-supervisor is Ramlan Amir Isa, SE, MM.

This research aims at investigating the influence of price determination towards consumers' buying decision at Hypermart Gorontalo Mall Department Store. This research is conducted at Hypermart Gorontalo Mall Department Store by spreading questionnaire to the respondents that have been fulfilled the determined sample standard. Thus, the data are primary data. The techniques of data collection are interview, observation, questionnaire, and documentation. Meanwhile, the data analysis is simple linear regression through the assistance of SPSS 21 program. Research finding shows that there is a significant influence of price determination at Hypermart Gorontalo Mall Department Store towards the increase of buying preference of it can be stated as buying decision. Meanwhile, for 52,6% of buying decision can be explained by price determination of Hypermart Gorontalo Mall Department Store while the rest 47,4% is influenced by other variables which are not observed in this research.

Keywords: *Price Determination, Consumers' Buying Decision*

