

ABSTRACT

This study aims to analyze the influence of online promotion and price perception of purchasing decisions on OpenLapak.com site. The population used in this research is students of Muhammadiyah University of Yogyakarta who have bought the site OpenLapak.com at least twice, with sampling as much as 126 respondents and using the technique of non probability sampling by using purposive sampling method. The analysis tool used is Multiple Linear Regression Analysis. This analysis includes: test validity and reliability test, hypothetical testing through F test and t test and coefficient of determination analysis (R^2).

Based on the analysis that has been done obtained that the hypothesis testing by using the F test can be known online promotion variables and price perceptions affect simultaneously to the purchase decision. Testing the t test hypothesis showing that the two independent variables, namely online promotion (X1) and price perceptions (X2) are proven positively and significantly influence the dependent variable purchasingdecision (Y).

Keywords: online promotion and price perception and customer satisfaction