ABSTRACT

An increasing number of "Influence Analysis Pricing Strategy, Product and Promotion Of Consumer Buying Decision SIM Card Of Flexi In Palembang", users can flexi fixed, increases and decreases, if the division flexi survive, increase or no change in pricing strategy, product quality and way of promotion. The purpose of this study to determine the effect of pricing, product and promotional flexi card purchase decisions in Palembang. Flexi card users in a population of Palembang. Engineering samples cluster random sampling of 100 respondents and SPSS version *11.5 software* used for data analysis. Data analysis techniques in this study to test the qualitative description of the variables and the identity of respondents, while the quantitative data analysis, test instrument with multiple linear regression analysis method. Based on the results of multiple linear regression test said to be very good and qualified from the classical assumptions of multiple linear regression equation $Y = 0.948X_1 + (-0.043X_2) + 0.035X_3$ and reinforced with a coefficient of determination of 91.2%. This study also confirmed the results of hypothesis testing variable pricing at 31198 while the results of hypothesis testing and variable products for 1417 promotional variable hypothesis test results for 1135 with a significant value of 0.00. Hypothesis can be accepted, if the value of t is greater than t table. T table value in this study was 1.98. Thus, in this study, the variables that affect pricing in a positive and highly significant on purchasing decisions flexi starter pack.

Keywords : product, price, promotion, purchasing decisions and analysis multiple linear regression.