

ABSTRACT

Price is a measure of the size of one's satisfaction value. On the one hand, overpriced prices can increase short-term profits, but on the other hand will be difficult to reach consumers and difficult to compete with competitors. Meanwhile, if the price is too cheap, the market share can jump, but the contribution margin and net profit will be reduced. Price is also one of the determinants of consumers in deciding to buy a product. Peneletian is to know how much influence the pricing of purchasing decisions PT. Kereta Api Indonesia.

The type of this research is descriptive causal with quantitative characteristic. The sampling method is nonprobability sampling with purposive sampling technique by distributinng questionnaires to the respondents who knew PT. Kereta Api Indonesia with 100 respondents. Methods of data analysis in this study using a simple linear regression test, and using a Likert scale as the measurement scale.

Simple linear regression test obtained $Y = 22,966 + 0,533X$ mean every increase 1 level of price determination will increase purchasing decision equal to 0,533 time or 53,3%. The correct way to determine the purchase price is 13%, the remaining 87% (100% - 13%) is reviewed by the place, promotion and quality of the product or other untested factors that may affect the purchase decision.

Keywords : Pricing, Purchase Decision