

ABSTRACT

In making purchasing decisions, consumers will consider matters related to the price to be purchased, social media advertising, and social class. This study aims to determine the effect of price, social media advertising and social class on car buying decisions at PT Suzuki Indomobil Motor (SIM).

The method used in this study is a quantitative method with this type of research is descriptive research. The population in this study are all car buyers at PT Suzuki Indomobil Motor (SIM), totaling 89,596 consumers recorded from retail sales in 2021. The number of samples in this study were 100 respondents taken using a non-probability sampling technique with a purposive sampling method. Data analysis techniques using descriptive analysis and verification.

Based on the results of the study, it shows that the variables Price, Social Media Ads and Social Class simultaneously influence Purchase Decisions at PT Suzuki Indomobil Motor (SIM). As for suggestions that can be conveyed by the author, namely PT Suzuki Indomobil Motor (SIM) to immediately solve problems related to price, social media advertising, and social class in forming purchasing decisions. It is also hoped that further researchers can develop this research by using a larger population and other variables.

Keywords: Price, Social Media Ads, Social Class, Purchase Decision