

***THE EFFECT OF PRICE PERCEPTION, PRODUCT QUALITY AND  
ADVERTISING CREATIVITES ON THE PURCHASE OF OLI CASTROL  
PURCHASING IN PADANG CITY***

**Rio Kurniawan<sup>1</sup>, Irda<sup>1</sup>, Purbo Jadmiko<sup>1</sup>**

Department of Management, Faculty of Economics and

Business, University of Bung Hatta E-mail :

[rioawan@gmail.com](mailto:rioawan@gmail.com)<sup>1</sup>, [irda1987@yahoo.com](mailto:irda1987@yahoo.com)<sup>1</sup>,

[pubojadmiko@yahoo.com](mailto:pubojadmiko@yahoo.com)<sup>1</sup>

***ABSTRACT***

*The research objective was to analyze the effect of perceived price, product quality and advertising creativity on the decision to purchase castrol oil in the city of Padang. This study used a sample of 96 respondents who had bought and used Castrol oil in the city of Padang. There are several analytical methods in this study, namely the validity test, reliability test, normality test and hypothesis test.*

*The results of this study can be concluded that independent variables, namely the perception of price and advertising creativity have a positive and significant effect on the purchase decision of castrol oil in the city of Padang and the product quality variable has no positive and insignificant effect on the decision to purchase castrol oil in the city of Padang.*

***Keywords:*** *Price Perception, Product Quality, Advertising Creativity and Purchasing Decision*

**PENGARUH PERSEPSI HARGA, KUALITAS PRODUK DAN  
KREATIVITS IKLAN TERHADADA KEPUTUSAN PEMBELIAN OLI  
CASTROL DI KOTA PADANG**

**Rio Kurniawan<sup>1</sup>, Irda<sup>1</sup>, Purbo Jadmiko<sup>1</sup>**

Department of Management, Faculty of Economics and

Business, University of Bung Hatta E-mail :

[rioawan@gmail.com](mailto:rioawan@gmail.com)<sup>1</sup>, [irda1987@yahoo.com](mailto:irda1987@yahoo.com)<sup>1</sup>,

[pubojadmiko@yahoo.com](mailto:pubojadmiko@yahoo.com)<sup>1</sup>

**ABSTRAK**

Tujuan penelitian adalah untuk menganalisis pengaruh persepsi harga, kualitas produk, dan kreativitas iklan terhadap keputusan untuk membeli minyak jarak di kota Padang. Penelitian ini menggunakan sampel 96 responden yang telah membeli dan menggunakan minyak Castrol di kota Padang. Ada beberapa metode analitik dalam penelitian ini, yaitu uji validitas, uji reliabilitas, uji normalitas, dan uji hipotesis.

Hasil penelitian ini dapat disimpulkan bahwa variabel independen, yaitu persepsi harga dan kreativitas iklan berpengaruh positif dan signifikan terhadap keputusan pembelian minyak jarak di kota Padang dan variabel kualitas produk tidak berpengaruh positif dan tidak signifikan terhadap keputusan untuk membeli minyak jarak di kota Padang.

**Kata kunci:** Persepsi Harga, Kualitas Produk, Kreativitas Periklanan dan Keputusan Pembelian