

Abstract

Many fast growing aqiqah service businesses in the city of Semarang today, such as Aqiqah Nurul Hayat, Aqiqah Plus, Pondok Aqiqah, and Blessing Aqiqah who want to meet the needs and desires of consumers. This study aims to analyze the effect of Price, Sales Promotion, Personal Selling on Purchasing Decisions on Aqiqah Nurul Hayat Semarang Services. The population of this study is consumers of Aqiqah Nurul Hayat Semarang from 2015 – 2019. The research sample was taken as many as 40 respondents using purposive sampling technique.

Partial test results can be seen that the significance value of X_1 is $1.68830 > 0.05$, thus it means that the price has no significant effect on the purchase decision. Sales Promotion known significance value X_2 $0.0038 < 0.05$, thus meaning that Sales Promotion has a significant effect on Purchasing Decisions. Personal Selling variable known value of significance level X_3 $0.006 < 0.05$, thus means that Personal Selling has a significant effect on Purchasing Decisions. While the test results f known significance value of $0,000 < 0.05$, thus means that Price, Sales Promotion and Personal Selling simultaneously have a significant effect on Purchasing Decisions. From the results of the determination test it is known that the Adjustde R Square value is 0.554, this value means that 55.4% of the Purchasing Decision (Y) is influenced by Price (X_1), Sales Promotion (X_2), and Personal Selling (X_3), and the remaining 44.6% influenced by other factors.

Keywords: *Price, Sales Promotion, Personal Selling, Purchasing Decision*