

ABSTRAK

Penelitian ini bertujuan untuk menganalisis menganalisis Harga, Promosi, dan Kualitas pelayanan, berpengaruh terhadap keputusan pembelian jasa pengiriman TIKI Surabaya. Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 100 responden teknik yang digunakan *purpose sampling*. Pengumpulan data menggunakan kusioner. Metode analisis data dengan menggunakan analisis linear berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solution*). Pengujian instrument menggunakan uji validitas dan realibilitas..

Hasil penelitian ini menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap keputusan pembelian, Variable promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, Variable kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : Harga, Promosi, Kualitas pelayanan, Keputusan pembelian

ABSTRACT

This research aimed to examine price, promotion, and service quality which affected customers' buying decision of delivery service of TIKI Surabaya. While, the research was descriptive-quantitative. Moreover, the population was customers of TIKI Surabaya. Furthermore, the data collection technique used purposive sampling, in which the sample was given based on criteria given. Additionally, the instrument in data collection technique used questionnaires. In line with, there were 100 respondents as sample. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution). Besides, the instrument testing used validity test and reliability test.

The research result concluded price had positive and significant effect on customers' buying decision of delivery service of TIKI Surabaya. Likewise, promotion had positive and significance effect on customers' buying decision of delivery service of TIKI Surabaya. Similarly, service quality had positive and significant effect on customers' buying decision of delivery service of TIKI Surabaya.

Keywords: Price, promotion, service quality, purchasing decision. I certify that this translation in

