

ABSTRACT

This research is meant to find out the influence of price, quality, product, and service quality to the purchasing decision. The population is all customers who have ever visited and conducted purchasing at The Body shop Surabaya Town Square Surabaya and the sample collection technique has been done by using accidental sampling. The samples are 100 people. The analysis technique has been done by using multiple linear regressions analysis.

The result of test shows that the variables i.e. price, quality, product, and service quality have influence to the purchasing decision at The Body shop Town Square Surabaya. This condition shows that the models that have been used in this research is feasible to estimate the customers purchasing decision at The Body shop Town Square Surabaya. This result is supported by the acquisition of coefficient correlation is 82.0% which shows that the correlation among these variables to the purchasing decision is firm. The result of the test shows that partially the variables i.e. price, quality, product, and service quality have positive and significant influence to the purchasing decision at The Bodyshop Town Square Surabaya and service quality is the variable which has dominant influence to the purchasing decision.

Keywords: *price, quality, product, service quality and purchasing decision.*



INTISARI

Penelitian ini bertujuan adalah untuk mengetahui pengaruh harga, kualitas produk dan kualitas layanan terhadap keputusan pembelian. Populasi yang digunakan dalam penelitian adalah konsumen yang berkunjung dan melakukan pembelian pada *The Bodyshop Surabaya Town Square* Surabaya dengan teknik pengambilan sampel *sampling aksidental*. Adapun jumlah sampel yang dipergunakan sebanyak 100 orang. Adapun Teknik analisa yang digunakan adalah analisa regresi berganda.

Hasil pengujian menunjukkan variabel harga, kualitas produk dan kualitas layanan berpengaruh terhadap keputusan pembelian di *The Bodyshop Town Square* Surabaya. Kondisi ini menunjukkan model yang digunakan dalam penelitian layak digunakan untuk memprediksi keputusan pembelian konsumen di *The Bodyshop Town Square* Surabaya. Hasil ini didukung dengan perolehan koefisien korelasi sebesar 82,0%, menunjukkan hubungan antara variabel tersebut terhadap keputusan pembelian memiliki hubungan yang erat. Hasil pengujian juga menunjukkan variabel harga, kualitas produk dan kualitas layanan masing-masing mempunyai pengaruh signifikan dan positif terhadap keputusan pembelian di *The Bodyshop Town Square Surabaya* dengan variabel yang mempunyai pengaruh yang dominan terhadap keputusan pembelian adalah kualitas layanan.

Kata Kunci : Harga, Kualitas Produk, Kualitas Layanan dan Keputusan Pembelian

