

ABSTRAK

Persaingan perekonomian yang semakin pesat terutama di bidang industri otomotif membuat para perusahaan berlomba-lomba berinovasi untuk bersaing mendapatkan kepercayaan konsumen seperti kepercayaan dalam memutuskan pembelian. Penelitian ini bertujuan untuk meneliti pengaruh variabel harga, kualitas pelayanan dan promosi terhadap keputusan pembelian mobil Xenia di PT. Asco Prima Mobilindo Asco Daihatsu Cabang Mastrip Surabaya. Jenis penelitian ini adalah penelitian kuantitatif. Populasi yang digunakan dalam penelitian ini yaitu konsumen mobil Xenia di PT. Asco Prima Mobilindo Asco Daihatsu Cabang Mastrip Surabaya. Sumber data yang digunakan adalah data primer dan data sekunder, teknik pengambilan sampel menggunakan *simple random sampling* dengan jumlah sampel sebanyak empat puluh dua responden. Teknik analisis data menggunakan analisis regresi linear berganda dengan menggunakan alat bantu SPSS (*Statistical Product and Service Solution*). Hasil dalam penelitian ini menunjukkan bahwa Harga berpengaruh positif dan signifikan terhadap keputusan pembelian mobil Xenia di PT. Asco Prima Mobilindo Asco Daihatsu Cabang Mastrip Surabaya, Kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian mobil Xenia di PT. Asco Prima Mobilindo Asco Daihatsu Cabang Mastrip Surabaya, dan Promosi berpengaruh positif dan tidak signifikan terhadap keputusan mobil Xenia di PT. Asco Prima Mobilindo Asco Daihatsu Cabang Mastrip Surabaya.

Kata Kunci: Harga, Kualitas Pelayanan, Promosi, Keputusan Pembelian

ABSTRACT

The economy's competition was rapidly running, especially in the automotive industry. It made the companies compete to innovate in order to get the customers' trust such as trust in purchase decisions. This research aimed to observe the effect of the variables of price, service quality, dkk promotion on the purchase decision of Xenia at PT. Asco Prima Mobilindo Asco Daihatsu Mastrip Branch Office Surabaya. Furthermore, this research was quantitative. Meanwhile, the research population used customers of Xenia at PT. Asco Prima Mobilindo Asco Daihatsu Mastrip Branch Office Surabaya. The data sources of this research used primary and secondary data, while the sample collection technique of this research used simple random sampling with forty-two respondents as the sample. In addition, the data analysis technique used multiple linear regression analysis with the instrument of SPSS (Statistical Product and Service Solution). On the other hand, the research result showed that price had a positive and significant effect on the purchase decision of Xenia at PT. Asco Prima Mobilindo Asco Daihatsu Mastrip Branch Office Surabaya, while service quality had a positive and significant effect on the purchase decision of Xenia at PT. Asco Prima Mobilindo Asco Daihatsu Mastrip Branch Office Surabaya., meanwhile, the promotion had a positive but insignificant effect on the purchasing decision of Xenia at PT. Asco Prima Mobilindo Asco Daihatsu Mastrip Branch Office Surabaya.

Keywords: Price, service quality, promotion, and purchasing decision.