

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, harga dan pelayanan terhadap keputusan konsumen dalam menggunakan Grab Bike di kota Mojokerto.

Jenis penelitian yang digunakan merupakan penelitian kuantitatif dengan pendekatan *asosiatif*. Populasi yang digunakan adalah konsumen pengguna Grab Bike yang berada di Kota Mojokerto. Teknik pengambilan sampel menggunakan *simple random sampling* dengan jumlah sampel sebanyak 100 responden dengan menggunakan rumus *lemeshow*. Jenis data yang digunakan berdasarkan data primer yang diperoleh dari penyebaran kuesioner. Teknik pengumpulan data menggunakan skala likert. Teknik analisis data menggunakan metode analisis regresi linier berganda dengan menggunakan alat bantu SPSS (*Statistic Product and Service Solutions*).

Hasil penelitian menyatakan bahwa variabel promosi berpengaruh secara positif dan signifikan, variabel harga berpengaruh secara positif dan signifikan, dan variabel pelayanan berpengaruh secara positif dan signifikan terhadap keputusan konsumen.

Kata Kunci : Promosi, Harga, Pelayanan, Keputusan Konsumen

ABSTRACT

This research aimed to determine the effect of promotion, price, and service on the consumers' decision of using Grab Bike located in Mojokerto City.

The research was quantitative. Moreover, the research population was customers who had ever used Grab Bike located in Mojokerto City. Meanwhile, the research sample technique used simple random sampling with Lemeshow formula as the instrument. In line with that, there were 100 respondents of consumers as the sample. Furthermore, the research data was primary data which were obtained from questionnaires distributed. Moreover, the data collection technique used the Likert scale. In addition, the research data analysis technique used the multiple linear regressions analysis method with SPSS (Statistical Product and Service Solutions).

The research result concluded that the promotion variable had a significantly positive effect on the consumers' decision, the price variable had a significantly positive effect, and the service variable had a significantly positive effect on the consumers' decision.

Keywords: *Promotion, Price, Service, Consumers' Decision*



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