

Abstrak

Keputusan pembelian adalah kegiatan dimana yang dilakukan oleh konsumen untuk membeli dan mengkonsumsi suatu produk atau jasa dalam rangka untuk memenuhi kebutuhan dan keinginannya. Penelitian ini bertujuan untuk mengetahui pengaruh harga, promosi, dan kualitas pelayanan terhadap keputusan pembelian.

Populasi yang digunakan dalam penelitian ini yaitu pelanggan Sego Njamoer Cabang Gebang Surabaya. Teknik pengambilan sampel menggunakan *non probability sampling* dan penentuan sampel menggunakan *accidental sampling* dengan jumlah sampel yang digunakan sebanyak 100 responden. Sedangkan teknik analisis yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap keputusan pembelian karena penentuan harga yang tepat dan kualitas yang sesuai manfaat produk akan meningkatkan peluang keputusan pembelian konsumen. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian apabila jangkauan promosi yang luas dan kualitas promosi yang baik, maka keputusan pembelian dapat segera terjadi. Kualitas pelayanan berpengaruh signifikan dan positif karena semakin baik kualitas layanan yang diberikan, akan meningkatkan peluang keputusan pembelian konsumen. Sebaiknya Sego Njamoer diharapkan untuk mempertahankan dalam setiap strategi penetapan harga, promosi dan kualitas pelayanan karena dapat mempengaruhi konsumen dalam melakukan keputusan pembelian.

Kata kunci: Harga, promosi, kualitas pelayanan, dan keputusan pembelian

Abstract

Buying decision is any activity where consumers do to buy and consume a product or service in order to meet their needs and wants. This research aimed to determine the effect of price, promotion, and service quality on the buying decision.

The population was the customer of Sego Njamoer Gebang, Surabaya. While, the data collection technique used non – probability sampling and accidental sampling as the data sampling. In line with, there were 100 respondents as sample. Moreover, the data analysis technique used multiple linear regression.

The research result concluded price had positive and significant effect on the buying decision as the determination of affordable price and appropriate quality of product benefits would increase the consumers' opportunity in buying decision. Furthermore, promotion had positive and significant effect on the buying decision. It meant as the promotional reach was wider the promotion quality would be better good. As the consequence, the buying decision could occur immediately. Likewise, service quality had significant and positive effect on the buying decision since the better the service quality provided, the higher the consumer opportunity in buying decision. In brief, Sego Njamoer management was expected to maintain its pricing strategy promotion and service quality as they could affect the consumers' buying decision.

Keywords: Prices, Promotion, Service Quality, Buying Decision


ABSTRACT

Buying decision is an activity where consumers do to buy and consume a product or service in order to meet their needs and wants. This research aimed to determine the effect of price, promotion, and service quality on the buying decision.

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