

ABSTRAK

PENGARUH KUALITAS PELAYANAN, PROMOSI, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA KONSUMEN SIRUP LEMON YOENI DI MEDAN

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan membuktikan pengaruh Kualitas Pelayanan, Harga, dan Promosi terhadap Keputusan Pembelian. Jenis penelitian yang digunakan adalah kuantitatif. Sumber data dalam penelitian ini menggunakan data primer yang diperoleh melalui kuisioner atau angket *Google Form* yang disebarakan kepada pelanggan sedang melakukan pembelian langsung di toko Sirup Lemon Yoeni yaitu sebanyak 100 orang responden. Penelitian ini menggunakan analisis regresi linier berganda untuk pengujian hipotesis dan asumsi klasik. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian, harga berpengaruh positif signifikan terhadap keputusan pembelian, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji F secara simultan menunjukkan bahwa kualitas pelayanan, harga, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil koefisien determinasi (R^2) menunjukkan bahwa penelitian ini memiliki pengaruh sebesar 85,7% sedangkan sisanya 14,3% dijelaskan oleh faktor lain yang tidak diteliti dalam penelitian ini.

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

The purpose of this study was to determine and prove the effect of Service Quality, Price, and Promotion on Purchase Decisions. The type of research used is quantitative. The data source in this study used primary data obtained through questionnaires or Google Form questionnaires distributed to customers who were making direct purchases at the Yoeni Lemon Syrup shop, as many as 100 respondents. This study uses multiple linear regression analysis for testing hypotheses and classical assumptions. The results showed that service quality had a positive and significant effect on purchasing decisions, price had a significant positive effect on purchasing decisions, and promotions had a positive and significant effect on purchasing decisions. The results of the F test simultaneously show that service quality, price, and promotion have a positive and significant effect on purchasing decisions. The results of the coefficient of determination (R^2) indicate that this study has an influence of 85.7% while the remaining 14.3% is explained by other factors not examined in this study. The purpose of this study was to determine and prove the effect of Service Quality, Price, and Promotion on Purchase Decisions. The type of research used is quantitative. The data source in this study used primary data obtained through questionnaires or Google Form questionnaires distributed to customers who were making direct purchases at the Yoeni Lemon Syrup shop, as many as 100 respondents. This study uses multiple linear regression analysis for testing hypotheses and classical assumptions. The results showed that service quality had a positive and significant effect on purchasing decisions, price had a significant positive effect on purchasing decisions, and promotions had a positive and significant effect on purchasing decisions. The results of the F test simultaneously show that service quality, price, and promotion have a positive and significant effect on purchasing decisions. The results of the coefficient of determination (R^2) indicate that this study has an influence of 85.7% while the remaining 14.3% is explained by other factors not examined in this study.

Keywords: Purchase Decision, Service Quality, Promotion, Price