

ABSTRAK

PENGARUH KUALITAS PELAYANAN, HARGA, PROMOSI, DAN SUASANA TOKO TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN ASIA FASHION

Studi kasus pada Konsumen Asia Fashion di Plaza Asia Tasikmlaya

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga, promosi dan suasana toko terhadap pengambilan keputusan pembelian baik secara bersama-sama maupun parsial. Populasi dalam penelitian adalah seluruh konsumen Asia Fashion dan jumlah sampel pada penelitian ini adalah 100 konsumen Asia Fashion. Teknik pengambilan sampel menggunakan teknik *accidental sampling*. Penelitian ini menggunakan metode kuantitatif dan jenis penelitiannya studi kasus. Teknik pengumpulan data dengan yang digunakan kuesioner. Teknik analisis data yang digunakan adalah analisis regresi berganda dan analisis deskriptif. Hasil penelitian menunjukkan bahwa kualitas pelayanan, harga, promosi dan suasana toko pada level sedang dan pengambilan keputusan pembelian pada level tinggi. Hasil penelitian menunjukkan bahwa kualitas pelayanan, harga, promosi dan suasana toko berpengaruh terhadap pengambilan keputusan pembelian dan variabel-variabel tersebut secara parsial berpengaruh terhadap pengambilan keputusan pembelian. Berdasarkan hasil koefisien determinasi kualitas pelayanan, harga, promosi dan suasana toko menjelaskan 90% variasi pengambilan keputusan pembelian dan 10% variasi pengambilan keputusan pembelian dijelaskan variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci : kualitas pelayanan, harga, promosi, suasana toko dan pengambilan keputusan pembelian.

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, PRICE, PROMOTION, AND STORE ATMOSPHERE TO PURCHASE DECISION MAKING ASIA FASHION

Case study on Asia Fashion Consumers at Plaza Asia Tasikmlaya

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This study aims to determine the influence of service quality, price, promotion and store atmosphere on purchasing decisions simultaneously or partially. The research of the study is all Asia Fashion consumers and the samples size of this study is 100 consumers of Asia Fashion. The sampling technique used is accidental sampling technique The Research method used is quantitative method and the research type is case study. The research data are collected using questionnaires. The data analysis techniques used are multiple regression analysis and descriptive analysis. The results show that the quality of service, price, promotion and store atmosphere are at a moderate level and purchasing decision is at high level. The results also show that the quality of service, price, promotion and store atmosphere affect the purchase decision and these variables partially have a positive effect on purchasing decision. The determination coefficient of the 90% represent that 90% variation on purchasing decision is explaining by the independent variables, while the 10% variation on purchasing decision is explained by other factors.

Keywords : service quality, price, promotions, store atmosphere, and purchase decision making.