

ABSTRAK

PENGARUH HARGA, RASA, DAN KUALITAS PELAYANAN PADA KEPUTUSAN PEMBELIAN KONSUMEN BERDASARKAN KARAKTERISTIK DEMOGRAFIS KONSUMEN YOGYA CHICKEN DI DAERAH ISTIMEWA YOGYAKARTA

Junior Kristoforus Rada Woda
Universitas Sanata Dharma
Yogyakarta, 2017

Penelitian ini bertujuan untuk mengetahui pengaruh harga, rasa, dan kualitas pelayanan pada keputusan pembelian konsumen berdasarkan karakteristik demografis konsumen Yogya Chicken di Daerah Istimewa Yogyakarta. Jenis penelitian ini adalah penelitian kuantitatif. Populasinya adalah konsumen di Yogya Chicken. Jumlah sampel sebanyak 100 responden. Teknik pemilihan sampel yang digunakan adalah *purposive sampling*. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda dan uji U untuk menguji hipotesis penelitian.

Hasil penelitian menunjukkan bahwa: (1) Harga tidak berpengaruh pada keputusan pembelian konsumen, (2) Rasa berpengaruh positif pada keputusan pembelian konsumen, (3) Kualitas pelayanan berpengaruh positif pada keputusan pembelian konsumen, (4) Terdapat perbedaan penilaian terhadap harga menurut segmen konsumen orang yang sudah bekerja dibandingkan penilaian segmen konsumen mahasiswa atau pelajar, (5) Tidak ada perbedaan penilaian terhadap rasa menurut segmen konsumen orang yang sudah bekerja dan segmen konsumen pelajar atau mahasiswa, (6) Tidak ada perbedaan penilaian terhadap kualitas pelayanan menurut segmen konsumen orang yang sudah bekerja dan segmen konsumen pelajar atau mahasiswa .

Kata kunci: Harga, Rasa, Kualitas Pelayanan, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRICE, TASTE, AND THE QUALITY OF SERVICE ON CONSUMERS' PURCHASE DECISION BASED ON DEMOGRAPHICAL CHARACTERISTICS OF YOGYA CHICKEN'S CONSUMER IN THE SPECIAL REGION OF YOGYAKARTA

Junior Kristoforus Rada Woda
Sanata Dharma University
Yogyakarta, 2017

This research aims to identify the influence of price, taste, and quality of service on the purchase decision based on demographic characteristics of consumers of Yogya Chicken in Special Region of Yogyakarta. This research is classified as a quantitative research. The population of the study is the consumers of Yogya Chicken. The number of sample is the total of 100 respondents. The data collection technique applied is purposive sampling. In measuring the instruments, the validity and reliability tests are used. The techniques of multiple linear regression analysis and U test are applied in order to examine the research's hypothesis.

The result demonstrates that: (1) Price does not affect consumers' purchase decision, (2) Taste positively influences consumers' purchase decision, (3) The quality of service has a positive effect on the consumers' purchase decision, (4) There are differences in consumers' assessment of price between the segment of consumers who are already employed and the segment of high school or university students, (5) There is no difference in the consumers' assessment of the taste between the segment of those who are already employed and the segment of high school or university students, (6) Regarding the quality of service, there is neither any difference of the consumers' assessment found between the segment of consumers who are already employed and the segment of high school or university students.

Keywords: Price, Taste, Quality of Service, Purchase Decision