

ABSTRAK**PENGARUH PROMOSI ONLINE DAN KUALITAS PELAYANAN
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN**

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2018

Tujuan dari penelitian ini untuk mengetahui: (1) apakah tingkat promosi online berpengaruh terhadap keputusan pembelian konsumen Toko Eka Jaya Putra; (2) apakah kualitas pelayanan berpengaruh terhadap keputusan pembelian konsumen Toko Eka Jaya Putra. Sampel dalam penelitian ini adalah Konsumen yang pernah melihat promosi pembelian secara online dan melakukan pembelian secara langsung di Toko Eka Jaya Putra. Responden berjumlah 100 orang dari 125. Sampel diambil dengan menggunakan teknik Non Probability Sampling lebih khususnya peneliti memilih untuk menggunakan Teknik Sampling Purposive. Data dikumpulkan menggunakan kuisisioner. Penelitian dilakukan pada bulan Oktober 2017. Data analisis menggunakan teknik analisis linier berganda, uji asumsi klasik, uji F dan Koefisien determinasi. Hasil dari penelitian ini menunjukkan bahwa promosi online secara parsial tidak berpengaruh terhadap keputusan pembelian konsumen, sedangkan kualitas pelayanan berpengaruh parsial terhadap keputusan pembelian konsumen.

ABSTRACT

**THE INFLUENCE OF ONLINE PROMOTION AND SERVICE QUALITY
TOWARDS CONSUMERS' PURCHASING DECISION**

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The purpose of this research is to understand: (1) the impact of online promotion towards consumers' purchasing decision in Eka Jaya Putra Store and (2) the impact of service quality towards consumers' purchasing decision in Eka Jaya Putra Store. The samples in this research are consumers who had seen online promotion or did a direct purchasing in Eka Jaya Putra Store. There were initially 125 respondents, but there were only 100 respondents who took parts in the research. The samples were taken using Non-Probability Sampling Technique- mainly the researcher used Sampling Purposive Technique. The data were obtained using questionnaires. The research were conducted on October 2017. To analyze the data, the researcher used Multiple Linear Analysis, Classical Assumption Test, F-Test, and Coefficient of Determination. The result of the research shows that partial online promotion had no influence on consumers' purchasing decision, while the service quality had partial influence on consumers' purchasing decision.