

ABSTRAK

KONTRIBUSI KUALITAS BARANG, HARGA BARANG, DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN BARANG BEKAS DI BARKAS DAMAI JALAN KALIURANG, SLEMAN, YOGYAKARTA

Christian, Felisita Banandry Candra
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk menguji dan menganalisis kontribusi kualitas barang, harga barang, dan kualitas layanan terhadap keputusan pembelian barang bekas di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta. Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta pada bulan Juli-Agustus 2018. Populasi dalam penelitian ini adalah konsumen di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta. Sampel sebanyak 55 responden dan diambil dengan menggunakan teknik *purposive sampling*. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan regresi linear berganda.

Hasil penelitian menunjukkan bahwa: (1) kualitas barang berkontribusi positif terhadap keputusan pembelian barang bekas di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta; (2) harga barang berkontribusi positif terhadap keputusan pembelian barang bekas di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta; (3) kualitas layanan berkontribusi positif terhadap keputusan pembelian barang bekas di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta; dan (4) kualitas barang, harga barang, dan kualitas layanan secara bersama-sama berkontribusi terhadap keputusan pembelian barang bekas di Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta.

Kata kunci: kualitas barang, harga barang, kualitas layanan dan keputusan pembelian.

ABSTRACT***THE CONTRIBUTION OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY TOWARD PURCHASE DECISION OF SECONDHAND GOODS IN BARKAS DAMAI JALAN KALIURANG, SLEMAN, YOGYAKARTA***

*Christian, Felisita Banandry Candra
Sanata Dharma University
2018*

The research aims to analyze the contribution of product quality, and service quality toward purchase decision of secondhand goods in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta. This research is a explanatori research which conducted in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta on July-Agust 2018. The research population were customers in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta. The research sample covered 55 respondents and the sampling technique was purposive sampling. The data collection method was a questionnaire. The data analysis was multiple linear regression analysis.

The results of data analysis showed that: (1) product quality had a positive contribution on purchase decision of secondhand goods in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta; (2) price had a positive contribution on purchase decision of secondhand goods in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta; (3) service quality had a positive contribution on purchase decision of secondhand goods in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta; and (4) product quality, price, and service quality give contribution on purchase decision of secondhand goods in Barkas Damai Jalan Kaliurang, Sleman, Yogyakarta.

Keywords: *product quality, price, service quality and purchase decision.*