

ABSTRAK

PENGARUH HARGA, PROMOSI PENJUALAN, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN BARANG SECARA *ONLINE* MELALUI *E-COMMERCE*

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh harga terhadap keputusan pembelian barang secara *online* melalui *e-commerce*, 2) pengaruh promosi penjualan terhadap keputusan pembelian barang secara *online* melalui *e-commerce*, 3) pengaruh kualitas pelayanan terhadap keputusan pembelian barang secara *online* melalui *e-commerce*, 4) pengaruh harga, promosi penjualan, dan kualitas pelayanan terhadap keputusan pembelian barang secara *online* melalui *e-commerce*.

Penelitian ini merupakan penelitian kuantitatif yang dilaksanakan dari tanggal 15 Maret sampai 20 Maret 2019. Populasi penelitian ini adalah seluruh mahasiswa Fakultas Sastra Universitas Sanata Dharma Yogyakarta dengan jumlah 891 mahasiswa. Sampel penelitian ini sebanyak 276 mahasiswa, yang diambil dengan teknik *accidental sampling*. Data dikumpulkan dengan kuesioner dan dianalisis dengan analisis regresi.

Hasil penelitian ini menunjukkan bahwa: 1) harga berpengaruh terhadap keputusan pembelian barang secara *online* melalui *e-commerce*, 2) promosi penjualan berpengaruh terhadap keputusan pembelian secara *online* melalui *e-commerce*, 3) kualitas pelayanan berpengaruh terhadap keputusan pembelian secara *online* melalui *e-commerce*, dan 4) harga, promosi penjualan, dan kualitas pelayanan secara bersama-sama berpengaruh terhadap keputusan pembelian secara *online* melalui *e-commerce*.

Kata kunci: harga, promosi penjualan, kualitas pelayanan, dan keputusan pembelian.

ABSTRACT

THE INFLUENCE OF PRICE, SALES PROMOTION, AND SERVICE QUALITY TO THE ONLINE PURCHASE DECISION THROUGH E-COMMERCE

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This research aims to know: 1) the influences of price to the online purchase decision through e-commerce, 2) the influences of sales promotion to the online purchase decision through e-commerce, 3) the influences of service quality to the online purchase decision through e-commerce, 4) the influences of price, sales promotion, and service quality to the online purchase decision through e-commerce.

This research is a quantitative research, conducted from March 15 to March 20, 2019. The population of this research were 891 students of the Faculty of Letters Sanata Dharma University Yogyakarta. The samples of this research were 276 respondents, taken by using accidental sampling technique. The data were collected by questionnaire and analyzed by regression analysis.

The results of data analysis show that 1) price has influence the online purchase decision through e-commerce, 2) sales promotion has influence the online purchase decision through e-commerce, 3) service quality has influence the online purchase decision through e-commerce, and 4) price, sales promotions, and service quality have influence the online purchase decision through e-commerce.

Keywords: price, sales promotion, service quality, and purchase decision.