

ABSTRAK

HUBUNGAN ANTARA HARGA, PROMOSI PENJUALAN, DAN KUALITAS PELAYANAN DENGAN KEPUTUSAN PEMBELIAN BARANG SECARA *ONLINE* MELALUI *E-COMMERCE*

Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma

Florentina Nurak
Universitas Sanata Dharma
2019

Penelitian ini bertujuan untuk menguji hubungan antara harga, promosi penjualan, dan kualitas pelayanan dengan keputusan pembelian barang secara *online* melalui *e-commerce*.

Jenis penelitian ini merupakan penelitian eksplanasi yang dilaksanakan pada bulan Maret 2019. Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta. Sampel dalam penelitian ini sebanyak 318 mahasiswa yang diambil dengan menggunakan teknik *accidental sampling*. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis dengan menggunakan uji korelasi *Pearson Product Moment*.

Hasil penelitian ini menunjukkan bahwa: (1) harga berhubungan secara signifikan dengan keputusan pembelian barang secara *online* melalui *e-commerce* (*Sig. (2 tailed) 0,000*); (2) promosi penjualan berhubungan secara signifikan dengan keputusan pembelian barang secara *online* melalui *e-commerce* (*Sig. (2 tailed) 0,000*); (3) kualitas pelayanan berhubungan secara signifikan dengan keputusan pembelian barang secara *online* melalui *e-commerce* (*Sig. (2 tailed) 0,000*).

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

ABSTRACT

***THE CORRELATION BETWEEN PRICE, SALES PROMOTION, SERVICE QUALITY
AND ONLINE PRODUCT PURCHASE DECISION ON E-COMMERCE***

A Case Study of Students of the Faculty of Economics, Sanata Dharma University

*Florentina Nurak
Sanata Dharma University
2019*

The research aims to examine the correlation between price, sales promotion, quality service and online products purchase decisions on e-commerce.

This type of the research is an explanatory research which was carried out in March 2019. The population of this research were all students of the Faculty of Economics, Sanata Dharma University, Yogyakarta. The samples of this research were 318 students taken by using an accidental sampling technique. The data were collected by using questionnaires and analyzed by applying Pearson Product Moment correlation.

The results of this study indicate that: (1) price has significantl correlation with online product purchase decisions through e-commerce (Sig. (2 tailed) 0,000); (2) sales promotion is significantly related to online product purchase decisions through e-commerce (Sig. (2 tailed) 0,000); (3) service quality is related significantly with the online product purchase decisions through e-commerce (Sig. (2 tailed) 0,000).

Keywords: *prices, sales promotions, service quality and purchasing decisions.*

