

ABSTRAK

PENGARUH HARGA, KUALITAS PELAYANAN DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN

Studi Kasus pada Konsumen Maharani *Fashion Trendy*

Betrik Mustika Sari

Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui apakah harga, kualitas pelayanan dan kualitas produk berpengaruh secara parsial dan simultan terhadap keputusan pembelian. Data yang dikumpulkan menggunakan kuesioner. Teknik pengambilan sampel menggunakan teknik *Purposive sampling*. Sampel dalam penelitian ini berjumlah 100 responden yang telah melakukan transaksi minimal 3 kali di Toko Maharani *Fashion Trendy*. Hasil penelitian ini menunjukkan bahwa secara parsial harga tidak berpengaruh terhadap keputusan pembelian, kualitas pelayanan berpengaruh terhadap keputusan pembelian dan kualitas produk berpengaruh terhadap keputusan pembelian. Sedangkan secara simultan harga, kualitas pelayanan dan kualitas produk berpengaruh terhadap keputusan pembelian.

Kata Kunci : Harga, Kualitas Pelayanan, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRICE, SERVICE QUALITY, AND PRODUCT QUALITY TOWARDS PURCHASING DECISIONS

A Study on Maharani Fashion Trendy Consumers

Betrik Mustika Sari

Sanata Dharma University

Yogyakarta

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This research is aimed to determine whether or not price, service quality, and product quality have partial or simultaneous influences toward purchasing decisions. The data were gathered using questionnaire. Purposive sampling was implemented as a technique in gathering the samples. As samples, there were 100 respondents who had done transactions at least 3 times in Maharani Fashion Trendy Store. The result of this study presented that partially, the price had no influences on purchasing decisions, service quality had influences on purchasing decisions, and product quality had influences on purchasing decisions. On the other hand, simultaneously, the price, service quality, and product quality had influences on purchasing decisions.

Keywords: Price, Service Quality, Product Quality, Purchasing Decisions.