

ABSTRAK
PENGARUH HARGA, PROMOSI, KUALITAS PRODUK, DAN
KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN
(Studi pada Toko Buku Diskon Togamas Koatbaru Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: 1) harga secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, 2) promosi secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, 3) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, 4) kualitas layanan secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, dan 5) harga, promosi, kualitas produk dan kualitas layanan secara simultan berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta. Teknik pengambilan sampel menggunakan *accidental sampling* sampel dengan jumlah 100 responden. Teknik pengumpulan data dengan menggunakan kuesioner yang diolah menggunakan SPSS 25. Analisis data menggunakan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: 1) harga secara parsial tidak berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, 2) promosi secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, 3) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, 4) kualitas layanan secara parsial berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta, dan 5) harga, promosi, kualitas produk dan kualitas layanan secara simultan berpengaruh terhadap keputusan pembelian di Toko Buku Diskon Togamas Kotabaru Yogyakarta.

Kata kunci: Harga, Promosi, Kualitas Produk, Kualitas Layanan, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRICE, PROMOTION, PRODUCT QUALITY, AND SERVICE QUALITY TOWARDS PURCHASE DECISION IN TOGAMAS KOTABARU YOGYAKARTA DISCOUNTED BOOK STORE

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The research aims to know: 1) the prices have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, 2) the promotion have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, 3) the product quality have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, 4) the service quality have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, and 5) the price, promotion, product quality, and service quality have simultaneous influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store. The sampling technique used in this research is accidental sampling with a total of 100 respondents. A questionnaire is used to collect the data for this research, and it was processed using SPSS 25. As the data analysis, this research used multiple linear regression. The result of the research show that: 1) partially the price did not have any influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, 2) the promotion have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, 3) the product quality have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, 4) the service quality have partial influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store, and 5) simultaneously the price, promotion, product quality, and service quality have influence towards purchase decision in Togamas Kotabaru Yogyakarta Discount Book Store.

Keywords: Price, Promotion, Product Quality, Service Quality, And Purchasing Decision.