

## ABSTRAK

### **PENGARUH *RELATIONSHIP MARKETING* DAN *CONSUMER PSYCHOLOGY* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN SELAMA PANDEMI COVID-19**

(Studi Kasus pada Konsumen Warkop Hippies di Yogyakarta)

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *relationship marketing* dan *consumer psychology* terhadap keputusan pembelian konsumen. Penelitian dilaksanakan di Warkop Hippies Jalan Graha Sinduadi, Pringwulung, Condongcatur, Kecamatan Depok, Kabupaten Sleman, Yogyakarta pada bulan September 2021.

Penelitian ini merupakan penelitian *ex post facto*, yang bersifat asosiatif kausal. Populasi dalam penelitian ini adalah konsumen di Warkop Hippies. Sampel penelitian sebanyak 80 responden dan diambil dengan menggunakan teknik *quota sampling* dan *accidental sampling*. Data dikumpulkan dengan menggunakan kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) *relationship marketing* memiliki pengaruh terhadap keputusan pembelian konsumen; (2) *consumer psychology* memiliki pengaruh terhadap keputusan pembelian konsumen; dan (3) *relationship marketing* dan *consumer psychology* dapat menjadi prediktor keputusan pembelian konsumen sebesar 46,4%.

**Kata kunci:** *relationship marketing*, *consumer psychology*, keputusan pembelian konsumen, dan regresi linier berganda.

**ABSTRACT**

**THE EFFECT OF RELATIONSHIP MARKETING AND  
CONSUMER PSYCHOLOGY ON CONSUMER PURCHASE DECISION  
DURING THE COVID-19 PANDEMIC**  
*(The Case Study of Warkop Hippies Yogyakarta)*

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*This study aims to examine and analyze the effect of relationship marketing and consumer psychology on consumer purchase decision. The research was conducted at Warkop Hippies, Graha Sinduadi Street, Pringwulung, Condongcatur, Depok District, Sleman Regency, Yogyakarta in September 2021.*

*This research is an ex post facto, which is causal associative. The research population were consumers of Warkop Hippies. The research sample covered 80 respondents and were taken using quota sampling and accidental sampling techniques. The data collection method was a questionnaire. The research data analysis technique was multiple linear regression analysis.*

*The results of data analysis showed that: (1) relationship marketing affected consumer purchase decision; (2) consumer psychology affected consumer purchase decisions; and (3) relationship marketing and consumer psychology could be predictors of consumer purchase decision by 46.4%.*

**Keywords:** *relationship marketing, consumer psychology, consumer purchase decision, and multiple linear regression.*