

ABSTRAK
PENGARUH KUALITAS LAYANAN, HARGA DAN PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN SHOPEEFOOD

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas layanan terhadap keputusan pembelian, (2) pengaruh harga terhadap keputusan pembelian, (3) pengaruh promosi terhadap keputusan pembelian, (4) pengaruh kualitas layanan, harga, dan promosi terhadap keputusan pembelian. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner *online* kepada 100 responden. Teknik analisis data dalam penelitian ini menggunakan analisis deskriptif, uji asumsi klasik dan analisis Regresi Linier Berganda dengan menggunakan program aplikasi SPSS *Statistics* 26. Hasil penelitian menunjukkan bahwa: (1) kualitas layanan berpengaruh terhadap keputusan pembelian, (2) harga berpengaruh terhadap keputusan pembelian, (3) promosi tidak berpengaruh terhadap keputusan pembelian, (4) kualitas layanan, harga, dan promosi berpengaruh secara simultan terhadap keputusan pembelian.

Kata Kunci: Kualitas Layanan, Harga, Promosi, Keputusan Pembelian

ABSTRACT
THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PROMOTIONSHOPEEFOOD CONSUMER PURCHASING DECISION

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This study aims to determine: (1) the influence of service quality on purchasing decision, (2) the influence of price on purchasing decisions variables, (3) the influence of promotion on purchasing decisions, (4) the influence of service quality, price, and promotion on purchasing decision. Data obtained by distributing online questionnaires to 100 respondents. Data analysis techniques in this research are descriptive analysis, classic assumption test, and Multiple Linear Regression analysis by using the SPSS Statistics 26 application program. The results of this study indicated that: (1) service quality affects consumer purchasing decisions, (2) price affects consumer purchasing decisions, (3) promotion does not affect consumer purchasing decisions, (4) services quality, price, and promotion have simultaneous effects on purchasing decisions.

Keywords: Service Quality, Price, Promotion, Consumer Purchasing Decisions

