

ABSTRAK

**PENGARUH KREDIBILITAS PERUSAHAAN, HARGA,
DAN KUALITAS PELAYANAN TERHADAP
KEPUTUSAN PEMBELIAN**

**Studi pada Konsumen Rosalia Indah
Jalan Raya Solo – Sragen KM. 7,5 Jaten, Karanganyar,
Jawa Tengah**

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2012

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh kredibilitas perusahaan terhadap keputusan; (2) Pengaruh harga terhadap keputusan pembelian (3) Pengaruh kualitas pelayanan terhadap keputusan pembelian dan (4) Pengaruh kredibilitas perusahaan, harga, dan kualitas pelayanan terhadap keputusan pembelian.

Jenis penelitian ini adalah studi pada konsumen Rosalia Indah dengan ukuran sampel 100 responden. Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara yang dilakukan pada bulan Maret - Juli 2012. Teknik pengambilan sampel yang digunakan *purposive convenience sampling*. Teknik analisis data yang digunakan adalah Analisis Regresi Linier Berganda.

Berdasarkan hasil analisis data menunjukkan bahwa: (1) Kredibilitas perusahaan berpengaruh terhadap keputusan pembelian; (2) Harga berpengaruh terhadap keputusan pembelian ; (3) Kualitas pelayanan berpengaruh terhadap keputusan pembelian; (4) Kredibilitas perusahaan, harga, dan kualitas pelayanan berpengaruh secara bersama-sama terhadap keputusan pembelian.

ABSTRACT

THE INFLUENCES OF *THE COMPANY CREDIBILITY, PRICES, AND SERVICE QUALITY* TO THE DECISION TO PURCHASE

**A Study on the Costumers of Rosalia Indah
Jalan Raya Solo – Sragen KM. 7.5 Jaten, Karanganyar,
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This research aimed to find out: (1) The influence of the company credibility on the customers the decision to purchase at Rosalia Indah; (2) The influence of price on the customers decision to purchase at Rosalia Indah; (3) The influence of service quality on the customers the decision to purchase at Rosalia Indah; and (4) The influence of the company credibility, price, and service quality on the customers decision to purchase.

It was a study on the customers of Rosalia Indah with 100 respondents. The data were collected by distributing questionnaires and conducting interviews from March until July 2012. The sampling technique used in this research was purposive convenience sampling. The data were analyzed using Multiple Linear Regression Analysis.

The results of the data analysis showed that: (1) The company credibility influenced the customers decision to purchase at Rosalia Indah; (2) The price influenced the customers decision to purchase at Rosalia Indah; (3) The service quality influenced the customers decision to purchase at Rosalia Indah; (4) The company credibility, price, and service quality simultaneorsly influenced the decision to purchase at Rosalia Indah.