ABSTRACT

The Influence Of Quality Service Towards The Purchasing Decision

(In Case Of "Skies Photography" In Bandar Lampung)

By

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A competition happens in every aspect of life moreover in business part, a business that has been very competitive recently is photography business, that happens in Skies Photography. For facing that competition, entrepreneurs have to take care and control their selling product and the service that is given to the consumen based on their need and want.

The core problem of this observation is whether or not the quality service influence the purchasing decision. This observation aimed to identify the influence from quality service towards the purchasing decision in Skies Photography in Bandar Lampung. Hypothesis that built in this observation is quality service influence the purchasing decision. The method used in this observation is nonprobability sampling method, with purposive sampling as the technical sample taking based on the criteria's sample that have already matched to this observation needed.

The observation's result shown that the Adjusted R Square score that is quality service (X) affected 83,2 % towards the purchasing decision variable (Y). Meanwhile, regretion coefficient variable's score give the positive impact towards the purchasing decision Reliability variable (X2) with coefficient's score 0,239, and Assurance variable (X4) with the lowest amount of 0,181. Overall, this hypothesis test's result stated that quality service significantly influence the purchasing decision, otherwise parcially it concluded that Ha is accepted and Ho is refused.

***Keyword** : nonprobability sampling, purposive sampling, quality service, purchasing decision*