

ABSTRAK

PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Konsumen Surya Maxima Photography Bandar Lampung)

Oleh
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Permasalahan penelitian ini adalah apakah kualitas layanan, kualitas produk, dan harga berpengaruh terhadap keputusan pembelian pada konsumen Surya Maxima Photography Bandar Lampung. Hipotesis penelitian ini adalah diduga kualitas layanan, kualitas produk, dan harga berpengaruh terhadap keputusan pembelian pada konsumen Surya Maxima Photography Bandar Lampung. Jumlah sampel penelitian ini sebanyak 110 responden dengan karakteristik usia 18 tahun keatas yang pernah menggunakan jasa Surya Maxima Photography. Hasil penelitian menyatakan bahwa hasil uji hipotesis kualitas layanan (X1), kualitas produk (X2), dan harga (X3) secara simultan berpengaruh terhadap keputusan pembelian (Y) dengan nilai signifikan $p\text{-value} = 0,011 < 0,05$. Hasil uji koefisien determinasi sebesar *adjusted R square* sebesar 0,417 hal ini berarti Kualitas Layanan (X1), Kualitas Produk (X2), dan Harga (X3) berperan dalam memberikan sumbangan variabel Keputusan Pembelian sebesar 41,7% sisanya 58,3% dipengaruhi variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci : kualitas layanan, kualitas produk, harga dan keputusan pembelian

ABSTRACT

EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ON PURCHASE DECISION

(Study on Consumer Surya Maxima Photography Bandar Lampung)

By

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The problem of this research is whether the quality of service, product quality, and price have an effect on purchasing decision to Surya Maxima Photography customer of Bandar Lampung. Hypothesis in this research is supposed service quality, product quality, and price influence to purchasing decision at consumer of Surya Maxima Photography Bandar Lampung. The number of samples of this study as many as 110 respondents with characteristics of age 18 years and over who ever use services Surya Maxima Photography. The result of this research stated that the result of hypothesis test of service quality (X1), product quality (X2), and price (X3) simultaneously influence purchasing decision (Y) with significant value $p\text{-value} = 0,011 < 0,05$. The result of determination coefficient test equal to adjusted R square equal to 0,417 this mean Quality of Service (X1), Product Quality (X2), and Price (X3) have role in giving variable contribution of Purchase Decision 41,7% the rest 58,3% influenced by other variables which are not examined in this study.

Keywords: service quality, product quality, price and purchase decision