

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Promosi Sebagai Variabel Intervening Pada Dealer Yamaha Muara Delang SPC. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah *Partial Least Square* (PLS) dan dibantu dengan software SmartPLS 3.3. Hasil penelitian menunjukkan bahwa : (1) Kualitas Produk berpengaruh positif dan tidak signifikan terhadap Promosi, (2) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Promosi, (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (4) Kualitas Pelayanan berpengaruh positif dan tidak signifikan Keputusan Pembelian (5) Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian (6) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui Promosi, (7) Kualitas Pelayanan berpengaruh Positif dan tidak signifikan terhadap Keputusan Pembelian melalui Promosi.

Kata Kunci : Kualitas Pelayanan, Kualitas Produk, Keputusan Pembelian dan Promosi

ABSTRACT

This study aims to examine how much influence product quality and service quality have on purchasing decisions with promotions as intervening variables at Yamaha Muara Delang SPC dealers. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is Partial Least Square (PLS) and assisted with SmartPLS 3.3 software. The results showed that: (1) Product quality has a positive and not significant effect on Promotion, (2) Service Quality has a positive and significant effect on Promotion, (3) Product Quality has a positive and significant effect on Purchase Decision, (4) Service Quality has a positive effect and not significant Purchase Decision (5) Promotion has a positive and significant effect on Purchase Decision (6) Product Quality has a positive and significant effect on Purchase Decision through Promotion, (7) Service Quality has a positive and insignificant effect on Purchase Decision through Promotion.

Keywords :Service Quality, Product Quality, Purchase Decision and Promotions