

ABSTRAK

PENGARUH KUALITAS PELAYANAN, HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA CV.KARYA BAHAKTI PASAR USANG KABUPATEN PADANG PARIAMAN

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan,harga dan kualitas produk terhadap keputusan pembelian dengan kepuasan konsumen sebagai variabel intervening.Penelitian ini bersifat kuantitatif.Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 100 orang di CV.Karya Bhakti Pasar Usang Kabupaten Padang Pariaman.Metode analisis yang digunakan adalah analisis statistic deskriptif dan analisis *Structural Equation Model (SEM)* berbasis *Partial Least Square (PLS)* dengan bantuan *Software SmartPLS* versis 3.3.3.Hasil pengujian analisis menunjukan bahwa kualitas pelayanan berpengaruh siknifikan terhadap Kepuasan konsumen.Harga berpengaruh siknifikan terhadap terhadap kepuasan konsumen.Kualita produk berpengaruh siknifikan terhadap kepuasan konsumen.Kualitas pelayanan berpengaruh siknifikan terhadap keputusan pembelian.Harga berpengaruh siknifikan terhadap keputusan pembelian.Kepuasan konsumen berpengaruh siknifikan terhadap keputusan pembelian.Kualitas pelayanan melalui kepuasan konsumen berpengaruh siknifikan terhadap keputusan pembelian.Harga melalui kepuasan konsumen berpengaruh siknifikan terhadap keputusan pembelian.Kualitas produk melalui kepuasan konsumen berpengaruh siknifikan terhadap keputusan pembelian.

Kata Kunci:Kualitas Pelayanan,Harga,Kualitas Produk,Keputusan Pembelian,Kepusana

Konsumen

ABSTRACT

THE EFFECT OF QUALITY OF SERVICE, PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS WITH CONSUMER SATISFACTION AS INTERVENING VARIABLES IN CV. KARYA BAHAKTI PASAR USANG REGENCY PADANG PARIAMAN

This study aims to analyze the effect of service quality, price and product quality on purchasing decisions with consumer satisfaction as an intervening variable. This research is quantitative. The data collection method used a questionnaire with a sample of 100 people at CV.Karya Bhakti Pasar Usang, Padang Pariaman Regency. The analytical method used is descriptive statistical analysis and analysis of the structural equation model (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software version 3.3.3. The results of the analysis test show that service quality has a significant effect on consumer satisfaction. consumer satisfaction. Product quality has a significant effect on consumer satisfaction. Service quality has a significant effect on purchasing decisions. Price has a significant effect on purchasing decisions. Consumer satisfaction has a significant effect on purchasing decisions. Quality service bag through customer satisfaction has a significant effect on purchasing decisions. Price through customer satisfaction has a significant effect on purchasing decisions. Product quality through consumer satisfaction has a significant effect on purchasing decisions.

Keywords:Service Quality,Price,Product Quality,Purchase Decision,Consumer Satisfaction