

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian dengan promosi sebagai variabel intervening. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 100 konsumen. Metode analisis yang digunakan adalah analisis validitas, reliabilitas, asumsi klasik dan analisis jalur.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh : (a) Terdapat pengaruh positif dan signifikan secara parsial antara kualitas produk terhadap promosi (b) Terdapat pengaruh positif dan signifikan secara parsial antara kualitas pelayanan terhadap promosi (c) Terdapat pengaruh positif dan signifikan secara parsial antara kualitas produk terhadap keputusan pembelian (d) Terdapat pengaruh positif dan signifikan secara parsial antara kualitas pelayanan terhadap keputusan pembelian (e) Terdapat pengaruh positif dan signifikan secara parsial antara promosi terhadap keputusan pembelian (f) Terdapat pengaruh positif dan signifikan secara parsial antara kualitas produk terhadap keputusan pembelian dengan promosi sebagai variabel intervening (g) Tidak terdapat pengaruh positif dan signifikan secara parsial antara kualitas pelayanan terhadap keputusan pembelian dengan promosi sebagai variabel intervening.

Akhirnya penulis menyarankan sebaiknya pihak manajer terus meningkatkan kualitas produknya, selalu secara rutin mengeluarkan inovasi-inovasi agar pelanggan terus membeli produk perusahaan serta melakukan desain atas produknya sesuai dengan keadaan zaman, mengikuti kebutuhan di era milenial, agar produk terus menjadi market leader di pasarnya.

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

ABSTRACT

This study aims to know the influence of product quality and service quality have on purchasing decisions with promotion as an intervening variable. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 consuments. The analytical method used is the analysis of validity, reliability, classical assumptions and path analysis.

The results of the research obtained based on the partial test (t test) were obtained: (a) There is a positive and partially significant influence between product quality on promotion (b) There is a positive and partially significant effect between service quality on promotion (c) There is a positive and Partially significant between product quality on purchasing decisions (d) There is a positive and partially significant influence between service quality on purchasing decisions (e) There is a positive and partially significant influence between promotions on purchasing decisions (f) There is a positive and partially significant influence between product quality on purchasing decisions with promotion as an intervening variable (g) There is no partially positive and significant influence between service quality on purchasing decisions with promotion as an intervening variable.

Finally, the authors suggest that managers should continue to improve the quality of their products, always routinely issue innovations so that customers continue to buy company products and design their products according to the conditions of the times, following the needs of the millennial era, so that products continue to be market leaders in their markets.

Keywords: Purchasing Decisions, Promotion, Product Quality, Service Quality