

## ABSTRAK

Yohanda reski putra, 17101155310516, Jurusan SI-Manajemen, tahun 2021, Pengaruh Promosi Penjualan dan Kualitas Layanan terhadap Keputusan Pembelian melalui Minat Beli sebagai variabel intervening (Studi kasus Toko Sneakers Padang) . Dibawah bimbingan I Ramdani Bayu Putra, SE. MM, dan pembimbing II Della Asmaria Putri SE. MM

Penelitian ini bertujuan untuk menguji seberapa besar, Pengaruh Promosi Penjualan dan Kualitas Layanan terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Intervening. Metode pengumpulan data melalui survei dan mengedarkan Kuesioner dengan Sampel 100 Responden pada Populasi konsumen sebanyak 100 orang. Metode analisis yang digunakan adalah Analisis Regresi Berganda.

Hasil analisis data menyimpulkan, (1.) Promosi secara parsial tidak berpengaruh dan signifikan terhadap Minat beli Ulang. (2.) Kualitas Pelayanan secara parsial berpengaruh dan signifikan terhadap Minat beli Ulang. (3.) Promosi secara parsial berpengaruh dan signifikan terhadap Keputusan Pembelian. (4.) Kualitas Pelayanan secara parsial berpengaruh dan signifikan terhadap Keputusan Pembelian. (5.) Minat beli Ulang memediasi Promosi terhadap Keputusan Pembelian. (6.) Minat beli Ulang memediasi Pengaruh Kualitas Pelayanan terhadap Keputusan Pembelian. (7.) Minat Beli Ulang secara parsial berpengaruh dan signifikan terhadap Keputusan Pembelian Keputusan Pembelian.

Kata Kunci : **Promosi Penjualan, Kualitas Layanan, Minat Beli, dan Keputusan Pembelian**

## ABSTRACT

*Yohanda Reski Putra, 17101155310516, SI-Management Department, 2021, Effect of Sales Promotion and Service Quality on Purchase Decisions through Buying Interest as an intervening variable (Case Study of Padang Sneakers Store). Under the guidance of I Ramdani Bayu Putra, S.E., M.M, and supervisor II Della Asmaria Putri, S.E., M.M*

*This study aims to examine how big the influence of sales promotion and service quality on purchasing decisions through purchase intention as an intervening variable. The method of collecting data is through surveys and distributing questionnaires with a sample of 100 respondents in a consumer population of 100 people. The analysis method used is Multiple Regression Analysis.*

*The results of data analysis concluded, (1.) Promotion partially had no effect and was significant on Repurchase Interest. (2.) Service Quality partially and significantly affected Repurchase Interest. (3.) Promotion partially had an effect on Purchase Decision. (4.) Service Quality partially and significantly influences Purchase Decision. (5.) Repurchase Interest mediates Promotion on Purchase Decision. (6.) Repurchase intention mediates the influence of service quality on purchasing decisions. (7.) Repurchase interest partially and significantly influences Purchase Decisions.*

*Keywords: sales promotion, service quality, purchase intention and purchase decision*