

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh promosi, brand image dan layanan konsumen Terhadap Keputusan Pembelian pada Rendang Crishtine Hakim Kota Padang. Metode analisis data menggunakan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah Analisis Regresi Linear Berganda.

Berdasarkan hasil penelitian menunjukkan bahwa promosi, brand image dan layanan konsumen berpengaruh positif dan signifikan Terhadap Keputusan Pembelian. Kontribusi variabel promosi, brand image dan layanan konsumen berpengaruh sebesar 55,1% sedangkan sisanya sebesar 44,9% dipengaruhi oleh variabel lain diluar penelitian ini.

Berdasarkan hasil penelitian ini diharapkan Manajemen Perusahaan dapat meningkatkan Keputusan Pembelian, promosi, brand image dan layanan konsumen pada Rendang Crishtine Hakim Kota Padang melalui masing-masing indikator.

Kata Kunci: Promosi, Brand Image Dan Layanan Konsumen Dan Keputusan Pembelian.

ABSTRACT

The purpose of this study was to determine how much influence the promotion, brand image and customer service have on purchasing decisions at Rendang Crishtine Hakim in Padang City. Methods of data analysis using a questionnaire, with a sample of 100 respondents. The data analysis method used is Multiple Linear Regression Analysis.

Based on the research results, it shows that promotion, brand image and customer service have a positive and significant effect on purchasing decisions. Promotion variable contribution, brand image and consumer service have an effect of 55.1% while the remaining 44.9% is influenced by other variables outside of this study.

Based on the results of this study, it is hoped that the management of the company can improve purchasing decisions, promotions, brand image and customer service at the Rendang Crishtine Hakim Kota Padang through each indicator.

Keywords: Promotion, Brand Image and Customer Service and Purchase Decisions.