

ABSTRAK

Daimin. 15416261201038. Pengaruh Kualitas Pelayanan dan Promosi Terhadap Keputusan Pembelian Pada J.CO Donuts & Coffee Mall Karawang Central Plaza. Dibawah bimbingan Bapak Ir. Uus Mohammad Darul Fadli S.E, M.M. dan Ibu Santi Pertiwi Hari Sandi, S.E., M.M.

Penelitian ini bertujuan untuk menjelaskan kualitas pelayanan dan promosi serta hubungan dengan keputusan pembelian di J.CO Donuts & Coffe Mall Karawang Central Plaza. Menurut Ginting (2012) keputusan pembelian adalah membeli merek yang paling dikehendaki konsumen. Menurut Nandan Limaksari dan J. Supranto (2011) promosi adalah mencakup periklanan, tenaga jual, hubungan masyarakat, kemasan dan sinyal lainnya yang bermanfaat bagi perusahaan dan juga bagi produknya (produknya menjadi tekenal). Menutut Tjiptono (2012) Kualitas pelayanan adalah suatu penyajian produk atau jasa sesuai ukuran yang berlaku di tempat produk tersebut diadakan dan penyampaianya setidaknya sama dengan yang diingikan dan diharapkan oleh konsumen. Metode yang digunakan menggunakan deskriptif dan verifikatif. Populasinya adalah seluruh konsumen J.CO Donuts & Coffe Mall Karawang Central Plaza dengan jumlah sampel sebanyak 160 orang diambil secara kebetulan, yaitu pengunjung yang bersedia untuk diminta data (kueisoner) pada saat penelitian. Teknik analisis data menggunakan analisis distribusi frekuensi dan analisis jalur. Hasil penelitian menunjukkan bahwa kualitas pelayanan diperusahaan tersebut sudah baik, promosi dilakukan dengan intensitas yang tinggi serta direspon oleh pembelian yang tinggi pula. Secara parsial kualitas pelayanan dan promosi berpengaruh positif terhadap keputusan pembelian masing-masing sebesar 13,84% dan 34,11%. Pengaruh langsung dan tiak langsung dari pelayanan dan promosi terhadap keputusan pembelian masing masing sebesar 30,09% dan 51,01%, sehingga total pengaruh simultan mencapai 82%.

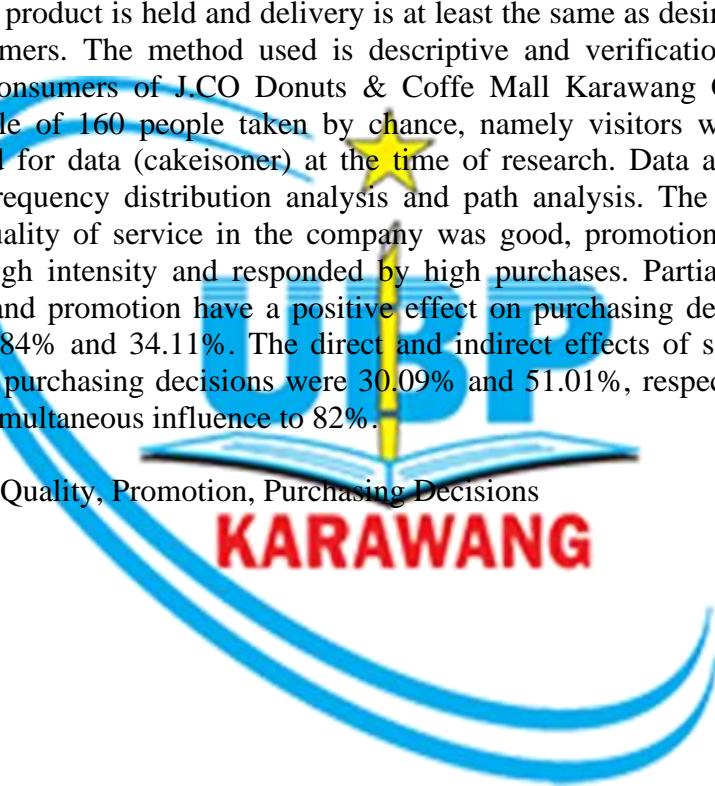
Kata Kunci : Kualitas Pelayanan, Promosi, Keputusan Pembelian

ABSTRACT

Daimin, 15416261201038. The effect of quality service and promotion towards purchase decisions at J.CO & Coffee Mall Karawang Central Plaza. Under the guidance of Mr Ir. Uus Mohammad Darul Fadli S.E., M.M. and Mrs Santi Pertiwi Hari Sandi, S.E.,M.M.

This study aims to explain the quality of service and promotion as well as the relationship with purchasing decisions at J.CO Donuts & Coffe Mall Karawang Central Plaza. According to Ginting (2012) the purchase decision is to buy the brand most desired by consumers. According to Nandan Limaksari and J. Supranto (2011) promotion includes advertising, sales force, public relations, packaging and other signals that are beneficial to the company and also to its products (the products become famous). Menutut Tjiptono (2012) Quality of service is a presentation of a product or service according to the size applicable at the place where the product is held and delivery is at least the same as desired and expected by consumers. The method used is descriptive and verification. The population is all consumers of J.CO Donuts & Coffe Mall Karawang Central Plaza with a sample of 160 people taken by chance, namely visitors who are willing to be asked for data (cakeisoner) at the time of research. Data analysis techniques using frequency distribution analysis and path analysis. The results showed that the quality of service in the company was good, promotions were carried out with high intensity and responded by high purchases. Partially the quality of service and promotion have a positive effect on purchasing decisions respectively by 13.84% and 34.11%. The direct and indirect effects of services and promotions on purchasing decisions were 30.09% and 51.01%, respectively, bringing the total simultaneous influence to 82%.

Keywords: Service Quality, Promotion, Purchasing Decisions



KARAWANG

The logo of Universitas Islam Negeri Syarif Hidayah Karawang features a blue shield-shaped base with three curved white stripes. In the center is a yellow five-pointed star above a blue book. The word "KARAWANG" is written in red capital letters below the star.