

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *product*, *people*, *process*. Variabel yang diteliti Product (X1), People (X2), Process (X3), dan Keputusan Konsumen (Y). Penelitian ini mengambil populasi dan sampel pada konsumen pengguna jasa ekspedisi cabang jember yang berada di jl. Sumateta No. 67 Sumbersari Tegalboto. Hasil penelitian menunjukkan bahwa hasil pengujian hipotesis pertama menunjukkan bahwa Product, People, Process secara bersama-sama mempengaruhi Keputusan Konsumen dengan $F_{hitung} 23,120 > F_{tabel} 2,87$ dan nilai signifikansi $0,000 > 0,050$. Hasil hipotesis kedua diketahui Product berpengaruh positif signifikan terhadap Keputusan Konsumen dengan $t_{hitung} 3,123 > t_{tabel} 2,028$ dan nilai signifikansi $0,004 < 0,050$. Hasil hipotesis ketiga diketahui People berpengaruh positif signifikan terhadap Keputusan Konsumen dengan $t_{hitung} 2,490 > t_{tabel} 2,028$ dan nilai signifikansi $0,018 < 0,050$. Hasil hipotesis keempat diketahui dampak berpengaruh positif signifikan terhadap keputusan pembelian dengan $t_{hitung} 2,504 > t_{tabel} 2,028$ dan nilai signifikansi $0,017 < 0,050$.

Kata Kunci: Product, People, Process, Keputusan Konsumen

ABSTRACT

The purpose of this study was to determine the effect of product, people, process. Variables studied Product (X1), People (X2), Process (X3), and the Consumer Decision (Y). This study took a sample of the population and consumer users forwarding services jember branch located at Jl. Sumateta No. 67 Sumbersari Tegalboto. The results showed that the first hypothesis testing results show that the Product, People, Process jointly influence consumer decision with 23.120 F count > F table of 2.87 and a significance value 0,000 > 0,050. The results of the second hypothesis Product known significant positive effect on consumer decision with 3.123 t > t table 2.028 and 0.004 significance value < 0.050. People results for the third hypothesis known significant positive effect on consumer decision with 2.490 t > t table 2.028 and 0.018 significance value < 0.050. The results of the fourth hypothesis is known to impact a significant positive influence on purchasing decisions with 2,504 t > t table 2.028 and 0.017 significance value < 0.050.

Keywords: Product, People, Process, Consumer Decision