

ABSTRACT

This study aims to find out the Effect of Promotion, Price and Quality of Service On Consumer Purchasing Decisions (Case Study of BB Fashion Jember Boutique). This type of research uses quantitative descriptive. The population in this study is an object of BB Fashion Jember Boutique. The sample used as many as 85 respondents. Analysis tools use multiple linear regressions. The results prove that Promotion, Price and Quality of Service, influenced the Consumer Purchasing Decision At BB Fashion Boutique Jember. From the results of multiple linear regressions it can be known that the results of the test t calculate the quality of the promotion 5,150 and the significance level of 0.000, then H_0 is rejected and H_1 is accepted. Variable Price with calculated t of 2,607 and significance level of 0.011, then H_0 is rejected and H_1 is accepted. Service Quality Variable with t count of 4,435 and significance level of 0.00, then H_0 is rejected and H_1 is accepted.

Keywords: Promotion, Price and Quality of Service

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Efek Promosi, Harga dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen (Case Study Butik BB Fashion Jember). Jenis penelitian ini menggunakan deskriptif kuantitatif. Populasi dalam penelitian ini merupakan objek Butik BB Fashion Jember. Sampel yang digunakan sebanyak 85 responden. Alat analisis menggunakan beberapa regresi linear. Hasil penelitian membuktikan bahwa Promosi, Harga dan Kualitas Layanan, mempengaruhi Keputusan Pembelian Konsumen Di Butik Fashion BB Jember. Dari hasil beberapa regresi linier dapat diketahui bahwa hasil tes t menghitung kualitas promosi 5.150 dan tingkat signifikansi 0,000, maka H_0 ditolak dan H_1 diterima. Harga Variabel dengan t dihitung 2.607 dan level signifikansi 0,011, maka H_0 ditolak dan H_1 diterima. Variabel Kualitas Layanan dengan jumlah t 4.435 dan tingkat signifikansi 0,00, maka H_0 ditolak dan H_1 diterima.

Kata kunci: Promosi, Harga dan Kualitas Layanan