

Pengaruh Kualitas Pelayanan dan Promosi Terhadap Keputusan Pembelian Sepeda Motor Bekas Studi Pada Showroom Sepeda Bekas di Singaraja

Oleh

Kadek Gita Febriantari, NIM 2117011025

Program Studi Pendidikan Ekonomi

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas pelayanan terhadap keputusan pembelian, (2) pengaruh promosi terhadap keputusan pembelian, dan (3) pengaruh kualitas pelayanan dan promosi terhadap keputusan pembelian. Populasi dalam penelitian ini, yaitu seluruh konsumen sudah pernah membeli sepeda motor bekas yang berjumlah 676 orang. Teknik pengambilan sampel yang digunakan adalah *Proportional Random Sampling*, dengan jumlah sampel sebanyak 87 responden. Metode pengumpulan data menggunakan kuesioner dan dianalisis menggunakan analisis regresi linear berganda. Uji hipotesis dilakukan secara parsial menggunakan Uji t dan secara simultan menggunakan Uji F diolah dengan bantuan perangkat *software Statistical Package For The Social Science (SPSS)* versi 25. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor bekas di showroom sepeda motor bekas di Singaraja, (2) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor bekas di showroom sepeda motor bekas di Singaraja, dan (3) kualitas pelayanan dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor bekas di showroom sepeda motor bekas di Singaraja.

Kata kunci: Kualitas Pelayanan, Promosi, Keputusan Pembelian

The Effect of Service Quality and Promotion on Purchasing Decisions for Used Motorbikes Study at Used Bicycle Showrooms in Singaraja

By

Kadek Gita Febriantari, NIM 2117011025

Economic Education Study Program

ABSTRACT

This study aims to determine (1) the effect of service quality on purchasing decisions, (2) the effect of promotion on purchasing decisions, and (3) the effect of service quality and promotion on purchasing decisions. The population in this study, namely all consumers who have bought used motorbikes, totaling 676 people. The sampling technique used was Proportional Random Sampling, with a sample size of 87 respondents. The data collection method used a questionnaire and was analyzed using multiple linear regression analysis. Hypothesis testing was carried out partially using the t test and simultaneously using the F test processed with the help of the Statistical Package For The Social Science (SPSS) software version 25. The results showed that (1) service quality has a positive and significant effect on purchasing decisions for used motorbikes in used motorcycle showrooms in Singaraja, (2) promotion has a positive and significant effect on purchasing decisions for used motorbikes in used motorcycle showrooms in Singaraja, and (3) service quality and promotion have a positive and significant effect on purchasing decisions for used motorbikes in used motorcycle showrooms in Singaraja.

Keywords: Service Quality; Promotion; Purchase Decision