

ABSTRAK

PENGARUH HARGA, PROMOSI, DAN KUALITAS PELAYANAN TERHADAP NIAT BELI JASA PADA ICE CREAM PROJECT BANDUNG

**Oleh
Diani Adhitya Dewi**

**MAGISTER MANAJEMEN
UNIVERSITAS WIDYATAMA
BANDUNG**

Tujuan dari penelitian ini adalah Untuk mengetahui dan menganalisis seberapa besar pengaruh harga, promosi, dan kualitas pelayanan terhadap niat beli jasa Ice Cream Project Bandung.

Metode penelitian dalam Penelitian ini menggunakan analisis deskriptif dan verifikatif. Metode pengambilan sampel yang digunakan penulis dalam penelitian ini adalah metode *Probability Sampling*. Banyaknya sampel yang digunakan 100 responden. Metode Analisis menggunakan Analisis Regresi Berganda, Koefisien Korelasi, Koefisien Determinasi dan Pengujian Hipotesis.

Berdasarkan hasil penelitian menunjukkan bahwa secara parsial harga berpengaruh secara signifikan terhadap variabel niat beli, promoasi berpengaruh secara signifikan terhadap variabel niat beli dan kualitas pelayanan berpengaruh secara signifikan terhadap variabel niat beli. Secara simultan menunjukkan bahwa Harga, Promosi dan Kualitas pelayanan berpengaruh signifikan terhadap niat beli

Kata Kunci Harga, Promosi, Kualitas pelayanan, niat beli

ABSTRACT

INFLUENCE OF PRICE, PROMOTION, AND QUALITY OF SERVICE TO INTEREST IN BUYING SERVICES ICE CREAM PROJECT BANDUNG

**By
Diani Adhitya Dewi**

**MAGISTER MANAGEMENT
WIDYATAMA UNIVERSITY
BANDUNG**

The purpose of this study was to determine and analyze how much influence the price, promotion, and quality of service on purchase intentions Ice Cream Project Bandung.

The research method in this research uses descriptive and verification analysis. The sampling method used by the authors in this study is the Probability Sampling method. The number of samples used by 100 respondents. The Analysis Method uses Multiple Regression Analysis, Correlation Coefficient, Determination Coefficient and Hypothesis Testing.

Based on the results of the study showed that partially the price had a significant effect on the purchase intention variable, promotion had a significant effect on the purchase intention variable and service quality significantly influenced the purchase intention variable. Simultaneously shows that Price, Promotion and Quality of service significantly influence purchase intention

Keywords Price, promotion, service quality, purchase intention