

## ABSTRAK

*7 Wedding Concept* perusahaan yang bergerak di bidang jasa, harga yang diberikan di bawah rata-rata *Wedding Organizer* di Bandung, kesadaran responden terhadap harga yang ditetapkan oleh *7 Wedding Concept* dinilai baik, namun promosi dan kualitas layanan tersebut tidak membuat niat para responden dari *7 Wedding Concept* untuk memakai jasa dari perusahaan tersebut.

Metode penelitian yang digunakan adalah metode deskriptif-verifikatif. Sampel dalam penelitian ini adalah konsumen serta calon konsumen dari *7 Wedding Concept* yang mana dipilih oleh peneliti. Teknik yang digunakan dalam *sampling* adalah *non-probability sampling* dengan pendekatan *purposive sampling*. Analisis data dilakukan dengan pendekatan matematis yaitu regresi Logistik, dan pengujian hipotesis (uji t).

Berdasarkan hasil penelitian dapat disimpulkan bahwa terdapat pengaruh secara parsial 3.611 antara Promosi terhadap Keputusan Pembelian pada jasa *7 Wedding Concept* dan terdapat pengaruh secara parsial antara Kualitas Layanan terhadap Keputusan Pembelian pada jasa *7 Wedding Concept* yaitu sebesar 2.080, yang mana kedua dari nilai thitung lebih besar daripada ttabel

**Kata kunci :** Promosi, Kualitas Layanan, Keputusan Pembelian, *Wedding Organizer, 7 Wedding Concept*.

## ABSTRACT

*7 Wedding Concept company specializing in the field of services, the prices given below average – the average Wedding Organizer in Bandung, the awareness of respondents against the price set by the 7 Wedding Concept is rated good, but the service and quality promotion don't make the intention of the respondent from 7 Wedding Concept to use services from the company.*

*The research method used is descriptive method-verifikatif. The sample in this research are consumers as well as prospective consumers of 7 Wedding Concept which is chosen by the researcher. The techniques used in sampling is a non-probability sampling with a purposive sampling approach. Data analysis was done with a mathematical approach, namely the logistics regression, and hypothesis testing (test t).*

*Based on the results of the study it can be concluded that there is a partial influence 3.611 between Promotion against purchasing decisions on the merits of 7 Wedding Concept and there is a partial influence between service quality against purchasing decisions on service 7 Wedding Concept i.e. of 2,080, which both of the value of thitung is greater than ttabel*

**Keywords :** *Promotion, Service Quality, Buying Decision, Wedding Organizer, 7 Wedding Concept.*