

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui mengenai kualitas jasa dan harga terhadap keputusan pembelian pada *laundry* sepatu *Kicks and Clean*. Metode penarikan sampel dilakukan dengan metode *purposive sampling*. Pengolahan data dilakukan dengan analisis regresi linear berganda, koefisien korelasi, koefisien determinasi, dan pengujian hipotesis. Berdasarkan hasil penelitian dapat disimpulkan bahwa secara simultan Kualitas Jasa dan Harga memiliki keeratan hubungan yang kuat dengan Keputusan Pembelian. Berdasarkan koefisien determinasi dan uji hipotesis F menunjukkan bahwa Kualitas Jasa dan Harga berpengaruh terhadap Keputusan Pembelian. Secara parsial menunjukkan bahwa Kualitas jasa memiliki keeratan hubungan yang kuat dengan Keputusan Pembelian. Berdasarkan koefisien determinasi dan uji hipotesis t menunjukkan bahwa Kualitas Jasa berpengaruh terhadap Kinerja Karyawan. Hal sama bahwa Harga memiliki keeratan hubungan yang kuat dengan Keputusan Pembelian. Berdasarkan koefisien determinasi dan uji hipotesis t menunjukkan bahwa Harga berpengaruh terhadap Keputusan Pembelian.

Kata Kunci: Harga, Keputusan Pembelian, Kualitas Jasa



ABSTRACT

The purpose of this research is to find out about the quality of services and prices towards purchasing decisions on Laundry Kicks and Clean shoes. The sample withdrawal method is done by purposive sampling method. Data processing is carried out with multiple linear regression analysis, correlation coefficients, determinant coefficients, and hypothesis testing. Based on the results of the research, it can be concluded that simultaneously The Quality of Service and Price has a strong relationship with the Purchasing Decision. Based on the coefficient of determination and hypothesis test F shows that Service Quality and Price affect the Purchasing Decision. Partially indicates that Quality of service has a strong relationship with purchasing decisions. Based on the coefficient of determination and hypothesis test t shows that Service Quality affects Employee Performance. It is the same that Price has a strong relationship with the Purchasing Decision. Based on the coefficient of determination and hypothesis test t indicates that Price affects the Purchasing Decision

Keywords: Price, Purchasing Decision, Quality of Service

