

## ABSTRACT

The Influence Of Quality Service Among Indonesia Students On Purchasing Decision

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Nanjing is a strategic city in China. In the development of Nanjing has some opportunities one of which is how to deal with traffic jam business on the highway. Jams arises because the number of busy city and the lack of discipline of its business in economics. It encourages the government to build a business e-commerce like *B2B* at Online Shop *Taobao Alibaba* China. *Taobao Alibaba* is operated by the own business (*Jack Ma*) the use opportunity business by web site online shop with excellent future. However, during the course of the operation of *Taobao Alibaba* have constraints that the number of consumers increased. Therefore the Alibaba Company should be able to maintain and increase the number of consumers through increased service quality of the company. So that consumers feel satisfied in the service provided so that the realization of customer decisions purchased on the online shop *Taobao Alibaba*. *Some of the factors that affect customer decisions of purchasing is service quality ( price, product quality and delivery of goods ), and customer satisfaction.*

This study aims to determine the effect of service quality, price, product quality and delivery of goods to customer satisfaction. The analytical method used is description analysis method and multiple regression analysis. The population in this study is the people who use account *Taobao Alibaba* its means a total of 267 respondents from Indonesian student at Nanjing China.

Results based description analysis method and multiple regression analysis showed that the variables of service quality have more influence on customer decision of purchasing, service quality variables also have an influence on customer satisfaction and the variables of decisions of purchased mediates the relationship between service quality and customer satisfaction just is not so significant.

## KEY WORDS

*Service Quality : Service Quality, Product, Price, Delivery, and Satisfaction*