

Abstract

Adrian Hartanto Halim The Influence of Service Quality, Product Quality and Promotion on Purchasing Decision of Dunkin Donuts Puri Indah Mall West Jakarta, guided by Ari Anggarani.

This study aims to determine how much influence the Quality of Service, Product Quality and Promotion of the decision to Purchase Dunkin Donuts Puri Indah Mall West Jakarta. Data Analysis Technique using Multiple Linear Regression Analysis. Samples taken are 100 respondents, ie consumers buy and consume Dunkin Donuts. Research sample with Non-Probability Sampling technique.

Based on the results of this study, it can be concluded that (a) Service Quality has positive effect on purchasing decision of Dunkin Donuts, (b) Product Quality positively influence to purchasing decision of Dunkin Donuts, (c) Promotion positively influence to purchasing decision of Dunkin Donuts, (d) Quality Service, Product Quality and Promotion have a positive influence simultaneously to the decision of purchasing Dunkin Donuts Puri Indah Mall West Jakarta.

This research recommends that PT.Dukindo Lestari must maintain good Quality Service in the eyes of consumers, in order to maintain the trust of its loyal consumers. PT. Dukindo Lestari is very concerned about the quality of every affordable product to stay in the interest of consumers.

Keywords: Service Quality, Product Quality Promotion and Purchase Decision

Abstrak

Adrian Hartanto Halim Pengaruh Kualitas Pelayanan, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Dunkin Donuts Puri Indah Mall Jakarta Barat, dibimbing oleh Ari Anggarani.

Penelitian ini bertujuan mengetahui seberapa besar pengaruh Kualitas Pelayanan, Kualitas Produk dan Promosi terhadap keputusan Pembelian Dunkin Donuts Puri Indah Mall Jakarta Barat. Teknik Analisis Data menggunakan Analisis Regresi Linear Berganda. Sampel yang di ambil adalah 100 responden, yakni konsumen membeli dan mengkonsumsi Dunkin Donuts. Penelitian sampel dengan teknik *Non – Probability Sampling*.

Berdasarkan hasil penelitian ini dapat di simpulkan bahwa (a) Kualitas Pelayanan berpengaruh positif terhadap keputusan pembelian Dunkin Donuts, (b) Kualitas Produk berpengaruh positif terhadap keputusan pembelian Dunkin Donuts, (c) Promosi berpengaruh positif terhadap keputusan pembelian Dunkin Donuts, (d) Kualitas Pelayanan, Kualitas Produk dan Promosi berpengaruh positif secara simultan terhadap keputusan pembelian Dunkin Donuts Puri Indah Mall Jakarta Barat.

Penelitian ini merekomendasikan bahwa PT.Dukindo Lestari harus tetap menjaga Kualitas Pelayanan yang baik di mata konsumen, agar menjaga kepercayaan dari konsumen setianya. PT. Dukindo Lestari sangat memperhatikan kualitas setiap produk yang terjangkau agar tetap di minati oleh para konsumen.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk Promosi dan Keputusan Pembelian