

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan keragaman produk terhadap keputusan pembelian (survei pada konsumen Subarmart Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas pelayanan dan keragaman produk terhadap keputusan pembelian. Besarnya pengaruh kualitas pelayanan dan keragaman produk terhadap keputusan pembelian secara simultan sebesar 67,3% dan sisanya 32,7% keputusan pembelian di Subarmart dipengaruhi oleh faktor lain yang tidak diteliti diantaranya harga, lokasi, promosi, proses, dan bukti fisik. Secara parsial besarnya pengaruh kualitas pelayanan terhadap keputusan pembelian yaitu sebesar 57,4% dan pengaruh keragaman produk terhadap keputusan pembelian sebesar 19,8%, sehingga dapat disimpulkan bahwa kualitas pelayanan memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata Kunci : Kualitas Pelayanan, Keragaman Produk dan Keputusan Pembelian

ABSTARCT

This study aims to determine the effect of service quality and product assortment on purchase decisions (surveys of consumers Suburmart Bandung) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 100 respondents. Testing research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between service quality and product assortment on the purchase decision. The magnitude of the effect of service quality and product assortment on purchase decisions simultaneously was 67,3% and the remaining 32,7% purchase decisions at the Suburmart were influenced by other factors not examined including price, location, promotion, processes, and physical evidence. Partially, the influence of service quality on the purchase decision is 57,04% and the effect of product assortment on the purchase decision is 19,8%, so it can be concluded that service quality provides the greatest influence on the purchase decision.

Keywords : Service Quality, Product Assortment and Purchase Decision