

ABSTRAK

Perkembangan industri jasa reparasi kendaraan di Jawa Barat, khususnya di Kota Bandung, menunjukkan persaingan yang semakin ketat seiring dengan meningkatnya kebutuhan masyarakat akan layanan perawatan kendaraan. Bengkel Talaga Motor menghadapi tantangan dalam menarik minat konsumen, di mana proses keputusan pembelian konsumen saat ini masih berada pada kategori kurang baik dengan rata-rata skor 3,11. Hal ini dipengaruhi oleh beberapa kendala seperti kurangnya daya tarik pemilihan produk, rendahnya urgensi kebutuhan konsumen, serta sulitnya akses informasi bagi pelanggan. Oleh karena itu, penelitian ini bertujuan untuk membuktikan pengaruh lokasi dan promosi penjualan terhadap proses keputusan pembelian di Bengkel Talaga Motor Kec. Bandung Kulon. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 92 responden yang dipilih melalui teknik sampling insidental. Pengumpulan data dilakukan melalui kuesioner berskala Likert (1–5). Instrumen diuji menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan yaitu regresi linier berganda, korelasi berganda, method of successive interval (MSI), koefisien determinasi, serta uji hipotesis F dan t. Pengolahan data statistik dilakukan dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa secara parsial lokasi berpengaruh positif dan signifikan terhadap proses keputusan pembelian sebesar 40,93%, sedangkan promosi penjualan berpengaruh positif dan signifikan terhadap proses keputusan pembelian sebesar 25,19%. Secara simultan, lokasi dan promosi penjualan memberikan kontribusi pengaruh sebesar 66,1% terhadap proses keputusan pembelian, sedangkan sisanya 33,9% dipengaruhi oleh variabel independen lainnya yang tidak diteliti dalam model ini.

Kata Kunci: Lokasi, Promosi Penjualan, Proses Keputusan Pembelian, Bengkel Talaga Motor

ABSTRACT

The development of the vehicle repair service industry in West Java, particularly in the city of Bandung, shows increasingly fierce competition in line with the growing public demand for vehicle maintenance services. Talaga Motor workshop faces challenges in attracting consumers, where the consumer purchasing decision process is currently still in the poor category with an average score of 3.11. This is influenced by several obstacles, such as the lack of product appeal, low urgency of consumer needs, and difficult access to information for customers. Therefore, this study aims to prove the effect of location and sales promotion on the purchasing decision process at Bengkel Talaga Motor in Bandung Kulon District. This study uses a quantitative approach with a survey method of 92 respondents selected through incidental sampling techniques. Data collection was conducted using a Likert scale questionnaire (1–5). The instruments were tested using validity and reliability tests. The data analysis methods used were multiple linear regression, multiple correlation, the method of successive intervals (MSI), the coefficient of determination, and the F and t hypothesis tests. Statistical data processing was performed using SPSS software. The results show that location has a partial positive and significant effect on the purchasing decision process of 40.93%, while sales promotion has a partial positive and significant effect on the purchasing decision process of 25.19%. Simultaneously, location and sales promotion contribute 66.1% to the purchasing decision process, while the remaining 33.9% is influenced by other independent variables not examined in this model.

Keywords: *Location, Sales Promotion, Purchase Decision Process, Talaga Motor workshop*