

ABSTRACT

Amaliyah Khoirun Fizzamani Basaf, *THE INFLUENCE OF SERVICE QUALITY, PRICES, AND PROMOTIONS ON PURCHASING DECISIONS IN GRABFOOD (Study in the Pegirian Village Community, Surabaya City)* under the guidance of Nirma Kurriwati, S.P., M.Si.

The aim of this research is to determine the level of influence of service quality, price and promotion on purchasing decisions for the GrabFood research object by the Pegirian Village Community, Surabaya City, both simultaneously and partially. Knowing the price elements that most influence the decision to purchase GrabFood services for the Pegirian Village Community, Surabaya City.

This research was conducted descriptively using a survey method. The sampling technique used purposive sampling, and was analyzed using multiple linear regression analysis.

The hypothesis of this research is: Service Quality, Price and Promotion influence Purchasing Decisions, and based on the test results it shows that the hypothesis can be accepted.

The conclusion of this research is that service quality, price and promotion partially influence purchasing decisions. And service quality, price and promotion simultaneously influence purchasing decisions.

Keywords: Service Quality, Price, Promotion and Purchasing Decisions.

ABSTRAK

Amaliyah Khoirun Fizzamani Basaf, PENGARUH KUALITAS PELAYANAN, HARGA, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA GRABFOOD (Studi Pada Masyarakat Kelurahan Pegirian Kota Surabaya) dibawah Bimbingan Nirma Kurriwati, S.P., M.Si.

Tujuan Penelitian ini adalah untuk mengetahui tingkat pengaruh kualitas pelayanan, harga dan promosi terhadap keputusan pembelian pada objek penelitian GrabFood oleh Masyarakat Kelurahan Pegirian Kota Surabaya, baik secara simultan maupun secara parsial. Mengetahui unsur harga yang paling berpengaruh terhadap keputusan pembelian jasa GrabFood Masyarakat Kelurahan Pegirian Kota Surabaya.

Penelitian ini dilakukan secara deskriptif dengan menggunakan metode survey. Tehnik penarikan sampel menggunakan *purposive sampling*, dan dianalisis dengan analisis regresi linear berganda.

Hipotesis penelitian ini adalah: Kualitas Pelayanan, Harga dan Promosi berpengaruh terhadap Keputusan Pembelian, dan berdasarkan hasil pengujian menunjukkan bahwa hipotesis dapat diterima.

Kesimpulan penelitian ini adalah kualitas pelayanan, harga dan promosi berpengaruh secara parsial terhadap keputusan pembelian. Dan kualitas pelayanan, harga dan promosi berpengaruh secara simultan terhadap keputusan pembelian.

Kata kunci : Kualitas Pelayanan, Harga, Promosi dan Keputusan Pembelian.