

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan harga terhadap keputusan pembelian konsumen di Indomaret Gundaling Berastagi, Kabupaten Karo. Latar belakang penelitian ini didasarkan pada persaingan ketat di industri ritel modern, di mana kualitas pelayanan dan harga menjadi faktor penting dalam menarik dan mempertahankan konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Sampel dalam penelitian ini berjumlah 100 responden yang diambil menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji regresi linier berganda, uji t, uji F, dan uji koefisien determinasi (Adjusted R²). Hasil penelitian menunjukkan bahwa secara parsial, variabel kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, kedua variabel tersebut juga berpengaruh signifikan terhadap keputusan pembelian, dengan nilai signifikansi $< 0,001$ dan $F_{hitung} (29,401) > F_{tabel} (3,94)$. Namun, nilai Adjusted R Square sebesar 0,365 menunjukkan bahwa hanya 36,5% keputusan pembelian dapat dijelaskan oleh kualitas pelayanan dan harga, sementara sisanya 63,5% dipengaruhi oleh faktor lain di luar model penelitian. Dengan demikian, kualitas pelayanan dan harga tetap menjadi faktor penting dalam memengaruhi keputusan pembelian, meskipun perlu dipertimbangkan pula faktor lain seperti promosi, lokasi, dan citra merek untuk strategi pemasaran yang lebih optimal.

Kata Kunci: Kualitas Pelayanan, Harga, Keputusan Pembelian.

ABSTRACT

This study aims to determine the effect of service quality and price on consumer purchasing decisions at Indomaret Gundaling Berastagi, Karo Regency. The background of this study is based on the tight competition in the modern retail industry, where service quality and price are important factors in attracting and retaining consumers. This study uses a quantitative approach with an associative method. The sample in this study amounted to 100 respondents taken using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression tests, t-tests, F-tests, and coefficient of determination tests (Adjusted R^2). The results showed that partially, the variables of service quality and price had a positive and significant effect on purchasing decisions. Simultaneously, both variables also had a significant effect on purchasing decisions, with a significance value of <0.001 and $F_{count} (29.401) > F_{table} (3.94)$. However, the Adjusted R Square value of 0.365 indicates that only 36.5% of purchasing decisions can be explained by service quality and price, while the remaining 63.5% is influenced by other factors outside the research model. Thus, service quality and price remain important factors in influencing purchasing decisions, although other factors such as promotion, location, and brand image need to be considered for a more optimal marketing strategy.

Keywords: Service Quality, Price, Purchasing Decision.