

DETERMINAN KEPUTUSAN PEMBELIAN KONSUMEN RETAIL MODERN DI KOTA MEDAN

ABSTRAK

Tujuan dari penelitian ini untuk mengkaji dan menganalisis determinasi keputusan pembelian konsumen retail modern di Kota Medan. Penelitian ini juga mengkaji tentang dampak moderasi loyalitas konsumen retail modern dalam meningkatkan keputusan pembelian konsumen retail modern di Kota Medan.. Populasi penelitian ini adalah para konsumen retail modern di Kota Medan. Sampel penelitian ini sebanyak 258 responden dengan teknik pengambilan sampel menggunakan *purposive sampling*. Teknik analisis data menggunakan *Structural Equation Modelling – Partial Least Square* (SEM PLS). Hasil penelitian ini menunjukkan bahwa secara langsung kualitas produk, kualitas layanan, emosional, harga dan promosi berpengaruh positif dan signifikan terhadap loyalitas konsumen. Berikutnya, secara langsung kualitas produk, kualitas layanan, emosional, harga dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Namun secara langsung loyalitas konsumen tidak berpengaruh terhadap keputusan pembelian. Selanjut loyalitas pelanggan sebagai variabel mediasi tidak mampu memperkuat kualitas produk, kualitas pelayanan, emosional, harga dan promosi dalam mempengaruhi keputusan pembelian. Bagi konsumen retail modern kualitas produk, kualitas pelayanan, emosional, harga dan promosi adalah faktor penting dalam meningkatkan loyalitas konsumen dan keputusan pembelian secara langsung.

Kata Kunci: **Kualitas Produk, Kualitas Pelayanan, Emosional, Harga, Promosi Loyalitas Konsumen, Keputusan Pembelian**

DETERMINANTS OF MODERN RETAIL'S CONSUMER PURCHASING DECISIONS IN MEDAN CITY

ABSTRACT

This research aimed to examine and analyze the determination of modern retail consumers' purchasing decisions in Medan. This research also examines the moderating impact of modern retail consumer loyalty in increasing the purchasing decisions of modern retail consumers in Medan City. The population of this research is modern retail consumers in Medan City. The sample for this research was 258 respondents using the sampling technique purposive *sampling*. Data analysis techniques using structural *Equation Modelling – Partial Least Square* (SEM PLS). The results of this research show that direct product quality, service quality, emotionality, price, and promotion positive and significant effect on consumer loyalty. Next, directly product quality, service quality, emotions, price, and promotion have a positive and significant effect on consumer purchasing decisions. However, consumer loyalty does not directly influence purchasing decisions. Furthermore, customer loyalty as a mediating variable cannot strengthen product quality, service quality, emotionality, price, and promotion in influencing purchasing decisions. For modern retail consumers, product quality, service quality, emotions, price, and promotion are important factors in increasing consumer loyalty and direct purchasing decisions.

Keywords: **Product Quality, Service Quality, Emotions, Price, Promotion
Consumer Loyalty, Purchasing Decisions**