

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas pelayanan, dan promosi terhadap keputusan pembelian sparepart sepeda motor honda di PT Indako Trading Coy di kota Medan. Fenomena tingginya jumlah keluhan pelanggan di tahun 2019, harga yang lebih mahal ketimbang kompetitor, dan tidak tercapainya target penjualan beberapa bulan melatarbelakangi penelitian. *Simple random sampling* digunakan sebagai metode untuk mengambil sampel. Sampel yang digunakan berjumlah 237 orang. Metode analisis data yang digunakan regresi linear berganda. Hasilnya yaitu penelitian ini menemukan bahwa harga, kualitas pelayanan, dan promosi mempunyai pengaruh signifikan dan positif secara parsial terhadap keputusan pembelian sparepart sepeda motor Honda di PT Indako Trading Coy. Harga, kualitas pelayanan dan promosi berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian suku cadang sepeda motor Honda di PT Indako Trading Coy.

Kata Kunci : Harga, Kualitas Pelayanan, Promosi, Keputusan Pembelian.

ABSTRACT

This research aims to analyze the influence of price, service quality, and promotion to the purchase decision of honda motorcycle spare parts in PT Indako Trading Coy in Medan city. The phenomenon of the high number of customer complaints in 2019, more expensive price compared to competitors, and unachieved sales target in several months are the research backgrounds. Simple random sampling is used as the sampling method. Samples used are 237 people. The data analysis method used is multiple linear regression. The result is that this research found that price, service quality, and promotion have a significant and positive influence partially to the purchase decision of Honda motorcycle spare parts in PT Indako Trading Coy. Price, service quality and promotion have a positive and significant influence simultaneously to the purchase decision of Honda in PT Indako Trading Coy.

Keywords : Price, Service Quality, Promotion, Purchase Decision.