



Letter of Accepted (LoA)

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Dear Author

We have decided on your submission to Jurnal Ipteks Terapan :

Tilte : The Influence of Service Quality, Customer Satisfaction and Promotion on Purchase Decisions at PT. Mitra Multi Marga

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Id : **1110**

Editor : Ade Saputra

Your article is declared **ACCEPT** but is in the stage of improving the quality of scientific writing. with a note of improvement as follows:

Reviewer 1 : abstract does not contain novelty, strengthen references and pay attention to the template writing guide.

Reviewer 2 : weak references, disorganized abstract. the problem of impact and outcome is not reflected in the abstract. irregular writing.

If improvements have been made your article will be prepared for publication in September, 2022. Thank you and wait for the publication notification in your email.

Regard
Journal Manager



Aulia Fitrul Hadi
NIDN : 1017049101

ABSTRAK

PENGARUH KUALITAS PELAYANAN, KEPUASAN PELANGGAN DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA PT. MITRA MULTI MARGA

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Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan dan Promosi terhadap Keputusan Pembelian Pada PT. Mitra Multi Marga. Metodologi penelitian yang digunakan adalah metode deskriptif kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif, yaitu yang diperoleh dalam bentuk angka dan bilangan. Sumber data berupa data primer dan data sekunder. Populasi dalam penelitian ini adalah pelanggan pada PT. Mitra Multi Marga selama satu tahun berjumlah 162 pelanggan. Teknik penentuan sampel yang digunakan pada penelitian ini adalah rumus Slovin dan berjumlah sebanyak 115 responden.

Data analisis menggunakan metode analisis regresi linear berganda. Hasil analisis memberikan persamaan Keputusan Pembelian = $0,863 + 0,576 \text{ Kualitas Pelayanan} + 0,124 \text{ Kepuasan Pelanggan} + 0,070 \text{ Promosi}$. Hasil analisis penelitian menunjukkan bahwa secara parsial Kualitas Pelayanan dan Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Keputusan Pembelian Pada PT. Mitra Multi Marga sedangkan untuk promosi tidak memiliki pengaruh terhadap Keputusan Pembelian Pada PT. Mitra Multi Marga. Hasil penelitian menunjukkan bahwa Kualitas Pelayanan, Kepuasan Pelanggan dan Promosi secara serempak berpengaruh dan signifikan terhadap Keputusan Pembelian B pada PT. Mitra Multi Marga. Hasil penelitian ini didukung oleh nilai *Adjusted R Square* adalah sebesar 0,459 berarti Kualitas Pelayanan, Kepuasan Pelanggan dan Promosi dapat menjelaskan Keputusan Pembelian sebesar 45,9% dan sisanya 54,1% dipengaruhi oleh variabel lain di luar dari penelitian ini seperti Citra Merek dan Diskon Harga

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, Promosi, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, CUSTOMER SATISFACTION AND PROMOTION ON PURCHASE DECISIONS AT PT. MITRA MULTI MARGA

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This study aims to determine the effect of service quality, customer satisfaction and promotion on purchasing decisions at PT. Mitra Multi Marga. The research methodology used is a quantitative descriptive method. The type of data used in this study is quantitative data, which is obtained in the form of numbers and numbers. Sources of data in the form of primary data and secondary data. The population in this study were customers at PT. Mitra Multi Marga for one year amounted to 162 customers. The sampling technique used in this study was the Slovin formula and totaled 115 respondents.

Data analysis using multiple linear regression analysis method. The results of the analysis give the equation of Purchase Decision = $0.863 + 0.576 \text{ Service Quality} + 0.124 \text{ Customer Satisfaction} + 0.070 \text{ Promotion}$. The results of the research analysis show that partially Service Quality and Customer Satisfaction have a positive and significant effect on Purchase Decisions at PT. Mitra Multi Marga while for the promotion has no influence on the Purchase Decision at PT. Mitra Multi Marga. The results showed that Service Quality, Customer Satisfaction and Promotion simultaneously and significantly affected the Purchase Decision at PT. Mitra Multi Marga. The results of this study are supported by the Adjusted R Square value of 0.459 meaning Service Quality, Customer Satisfaction and Promotion can explain the Purchase Decision by 45.9% and the remaining 54.1% is influenced by other variables outside of this study such as Brand Image and Price Discounts.

Keywords: Service Quality, Customer Satisfaction, Promotion, Purchase Decision