

**PENGARUH KUALITAS PELAYANAN, HARGA, DAN PROMOSI
PENJUALAN TERHADAP PROSES KEPUTUSAN PEMBELIAN PADA
ULYCIOUS *BAKERY* MARGACINTA, BANDUNG**

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ABSTRAK

Ulycious *Bakery* merupakan sebuah usaha yang bergerak di bidang *bakery* yang sudah mulai beroperasi sejak tahun 2003 dan sekarang sudah memiliki *offline store* pertamanya yang berlokasi di Margacinta, Bandung. Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Harga, dan Promosi Penjualan terhadap Proses Keputusan Pembelian pada Ulycious *Bakery* Margacinta, Bandung.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah melalui pendekatan *non probability sampling* yaitu *purposive sampling*. Dilakukan penyebaran kuesioner kepada 100 responden dengan pengolahan data menggunakan program statistik SPSS versi 25. Untuk Variabel Kualitas Pelayanan (Variabel X_1) termasuk kategori “Kurang Baik”, variabel Harga (Variabel X_2) kategori “Kurang Baik”, variabel Promosi Penjualan (Variabel X_3) kategori “Kurang Baik”, dan variabel Proses Keputusan Pembelian (Variabel Y) dengan kategori “Kurang Baik”.

Pengaruh Kualitas Pelayanan (Variabel X_1) berpengaruh signifikan terhadap Proses Keputusan Pembelian sebesar 16%, pengaruh Harga (Variabel X_2) berpengaruh signifikan terhadap Proses Keputusan Pembelian sebesar 14,4%, sedangkan pengaruh Promosi Penjualan (Variabel X_3) tidak berpengaruh secara signifikan terhadap Proses Keputusan Pembelian. Dan untuk pengaruh Kualitas Pelayanan (Variabel X_1), Harga (Variabel X_2), dan Promosi Penjualan (Variabel X_3) berpengaruh signifikan terhadap Proses Keputusan Pembelian (Variabel Y) dengan pengaruh sebesar 72,2% sedangkan sisanya sebesar 27,8% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : Kualitas Pelayanan, Harga, Promosi Penjualan, Proses Keputusan Pembelian

***EFFECT OF SERVICE QUALITY, PRICES, AND SALES PROMOTION ON
PURCHASING DECISION PROCESS IN ULYCIOUS BAKERY
MARGACINTA, BANDUNG***

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ABSTRACT

Ulycious Bakery is a bakery business which has been operating since 2003 and now they are already had the first offline store located in Margacinta, Bandung. This research aims to know the effect of Service Quality, Prices, and Sales Promotion on Purchasing Decision Process in Ulycious Bakery Margacinta, Bandung.

The research methodology that used in this study are descriptive and verification methods. The sampling technique used in this study is trough non probability sampling approach by purposive sampling, questionnaires was distributed to 100 respondents and the data was processed with statistical program by SPSS version 25. For the Service Quality variable (X_1 Variable) value are included to “not really good” category, Prices variable (X_2 Variable) value are in “not really good” category, Sales Promotion (X_3 Variable) value are in “not really good” category, and Purchasing Decision Process (Y Variable) value are in “not really good” category.

The effect of Service Quality (X_1 Variable) has a significant effect on Purchasing Decision Process by 16%, the effect of Prices (X_2 Variable) has a significant effect on Purchasing Decision Process by 14,4%, but the effect of Sales Promotion (X_3 Variable) has not a significant effect on Purchasing Decision Process. And for the effect of Service Quality (X_1 Variable), Prices (X_2 Variable), and Sales Promotion (X_3 Variable) has a significant effect on Purchasing Decision Process by 72,2% and the remaining 27,8% was affected by other factors that is not examined in this study.

Keywords : Service Quality, Prices, Sales Promotion, Purchasing Decision Process