

**PENGARUH PERSEPSI HARGA, KUALITAS PELAYANAN, DAN
PROMOSI TERHADAP KEPUTUSAN PEMBELIAN BAHAN
BAKAR MINYAK (BBM) DI SPBU SHELL KEDOYA**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, kualitas pelayanan, dan promosi terhadap keputusan pembelian bahan bakar minyak (BBM) di SPBU Shell Kedoya.

Sampel terpilih sebanyak 105 responden dengan teknik *snowball sampling*, Data yang di ambil merupakan data kuesioner terhadap para pengguna BBM Shell di Jakarta, Analisis data menggunakan regresi linier berganda, dan untuk menentukan hipotesis digunakan uji t, dan uji F.

Hasil analisis menunjukkan bahwa pengaruh persepsi harga dan promosi tidak berpengaruh signifikan terhadap keputusan pembelian bahan bakar minyak (BBM) di SPBU shell Jakarta, kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian bahan bakar minyak (BBM) di SPBU shell Kedoya.

Kata Kunci : Persepsi Harga, Kualitas Pelayanan, Promosi dan Keputusan Pembelian

***Effect Of Perception Of Price, The Quality Of Service, And Promotion To The
Purchasing Decision Material Fuel Oil (Fuel) Gas Station Shell In Kedoya***

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ABSTRACT

This research purpose to light on analyzing the effect of perception of price , quality of service , and promotion of the purchasing decision of fuel oil (Fuel) at Shell Kedoya.

Selected sample of 105 respondents with a snowball sampling technique , data was obtained by distributing the questionnaires taken by users of fuel oil (fuel) gas station Shell in Jakarta , Analysis of the data using linear regression and determine the hypothesis used t test and f test.

The results showed that perception of price and promotion do not significantly influence the purchasing decisions of fuel oil (Fuel) at the gas station shell Jakarta , service quality significantly influence the purchasing decisions of fuel oil (fuel) at the gas station shell Kedoya .

MERCU BUANA

Keywords : Perceptions of Price , Quality Service, Promotions, purchasing decision