

## ABSTRACT

*This study aims to examine and analyze the product Quality Impact, Points, Service Quality and Promotion and partial or jointly against the decision of customers choose Business Taplus in BNI KCP Kelapa Dua, Depok. Data were taken from a survey conducted on customers in the BNI KCP. Kelapa Dua. From a population of 261 customers using the formula Solvin taken a sample of 100 respondents to the criteria has become a customer BNI KCP. Kelapa Dua at least 1 (one) year. The method used is linear regression with four independent variables. The study states that the coefficient of determination 0573, which means the percentage contribution of the influence of the independent variables (Quality Product, Place, and Promotion of Quality of Service) to the dependent variable (purchase decisions) amounted to 57.3%. The remaining portion of 42.7% influenced or explained by other variables not included in this research model. The results showed that partially, the variable Quality of product, Place, Service Quality and Promotion of positive and significant effect on purchasing decisions. Likewise jointly (simultaneously), there is significant influence product quality, Points, Service Quality and Promotion of the Purchase Decision. Purchase decisions in question is the decision Savings Plus customers opt for the research carried out at BNI (banking)*

*Keywords: Quality of Product, Place, Service Quality and Promotion, Purchase Decision*



## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa Pengaruh Kualitas produk, Tempat, Kualitas Pelayanan dan Promosi secara parsial dan atau bersama-sama terhadap keputusan nasabah memilih Tabung Plus Bisnis di BNI KCP Kelapa Dua Depok . Data penelitian diambil dari survey yang dilakukan terhadap nasabah di lingkungan BNI KCP.Kelapa Dua . Dari populasi 261 nasabah dengan menggunakan rumus Solvin diambil sampel sebanyak 100 orang responden dengan kriteria telah menjadi nasabah BNI KCP. Kelapa Dua minimal 1 (satu) tahun. Metode penelitian yang digunakan adalah regresi linier dengan 4 variabel independen. Hasil penelitian menyatakan bahwa nilai koefisien determinasi 0.573 yang artinya prosentase sumbangan pengaruh variabel independen ( Kualitas Produk, Tempat, Kualitas Pelayanan dan Promosi ) terhadap variabel dependen (keputusan pembelian) sebesar 57.3%. Sisanya sebesar 42.7 % dipengaruhi atau dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini. Hasil penelitian menunjukkan bahwa secara parsial, variabel Kualitas produk, Tempat, Kualitas Pelayanan dan Promosi berpengaruh positif secara signifikan terhadap keputusan pembelian . Demikian juga secara bersama-sama (simultan), terdapat pengaruh signifikan Kualitas produk, Tempat, Kualitas Pelayanan dan Promosi terhadap Keputusan Pembelian . Keputusan Pembelian yang dimaksud adalah keputusan nasabah memilih Tabungan Plus karena penelitian dilaksanakan di BNI (perbankan)

Kata kunci : Kualitas produk, Tempat, Kualitas Pelayanan dan Promosi ,  
Keputusan Pembelian

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