

ABSTRACT

This study aims to examine and analyze the effect of product quality, price perception, promotion and service quality partially and or jointly to the decision of purchasing non subsidized fuel at PT Pertamina (Persero) TBBM Jakarta Group - Tanjung Priok. Of the population of 173 customers using the Solvin formula taken a sample of 100 respondents with the criteria has been a customer at least 1 (one) year. The research method used is linear regression with 4 independent variables processed using SPSS. The result of research stated that the coefficient of determination 0.882 which means the percentage of contribution of independent variable (Product Quality, Price Perception, Promotion and Service Quality) to the dependent variable (purchase decision) is 88.2%. The remaining 11.8% is affected or explained by other variables not included in this research model. The results showed that partially, variable Product Quality, Price Perception and Service Quality have a significant positive effect on purchasing decisions while Promotion variables have no effect on purchasing decisions. However, simultaneously, there is a significant influence of Product Quality, Price Perception, Promotion and Quality of Service on Purchase Decision of Non-Subsidized Fuel Product at PT Pertamina (Persero) TBBM Jakarta Group - Tanjung Priok.

Keywords: Product quality, Price Perception, Promotion, Service Quality, Purchase Decision, Fuel Oil Industry

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa Pengaruh Kualitas produk, Persepsi Harga, Promosi dan Kualitas Pelayanan secara parsial dan atau bersama-sama terhadap keputusan pembelian BBM Non Subsidi pada PT Pertamina (Persero) TBBM Jakarta Group – Tanjung Priok. Data penelitian diambil dari survey yang dilakukan terhadap pelanggan PT Pertamina (Persero) TBBM Tanjung Priok. Dari populasi 173 nasabah dengan menggunakan rumus Solvin diambil sampel sebanyak 100 orang responden dengan kriteria telah menjadi pelanggan minimal 1 (satu) tahun. Metode penelitian yang digunakan adalah regresi linier dengan 4 variabel independen diolah menggunakan SPSS. Hasil penelitian menyatakan bahwa nilai koefisien determinasi 0.882 yang artinya prosentase sumbangan pengaruh variabel independen (Kualitas Produk, Persepsi Harga, Promosi dan Kualitas Pelayanan) terhadap variabel dependen (keputusan pembelian) sebesar 88.2%. Sisanya sebesar 11.8% dipengaruhi atau dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini. Hasil penelitian menunjukkan bahwa secara parsial, variabel Kualitas Produk, Persepsi Harga dan Kualitas Pelayanan berpengaruh positif secara signifikan terhadap keputusan pembelian sedangkan variabel Promosi tidak berpengaruh terhadap keputusan pembelian. Akan tetapi, secara bersama-sama (simultan), terdapat pengaruh signifikan Kualitas produk, Persepsi Harga, Promosi dan Kualitas Pelayanan terhadap Keputusan Pembelian produk BBM Non Subsidi pada PT Pertamina (Persero) TBBM Jakarta Group – Tanjung Priok.

Kata kunci : Kualitas produk, Persepsi Harga, Promosi, Kualitas Pelayanan, Keputusan Pembelian, Bahan Bakar Minyak Industri