

PENGARUH PROMOSI, PELAYANAN, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO SERBA SINGER MESIN JAHIT DI KARTASURA, SUKOHARJO, JAWA TENGAH

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Promosi, Pelayanan, dan Citra merek terhadap Keputusan Pembelian pada toko serba singer mesin jahit di kartasura, sukoharjo, jawa tengah. Sampel dalam penelitian ini adalah 100 responden konsumen toko serba singer mesin jahit di kartasura sukoharjo. Teknik pengumpulan data yang digunakan adalah metode survei dengan menggunakan instrumen penelitian berupa kuesioner. Hasil Uji Instrumen menyatakan bahwa item pertanyaan dalam instrumen penelitian ini terbukti valid dan reliabel. Hasil Uji Asumsi Klasik menyatakan bahwa data dalam penelitian ini terdistribusi secara normal dan menghasilkan model regresi yang bebas dari multikolinearitas, dan heteroskedastisitas. Hasil penelitian ini membuktikan bahwa : (1) Promosi tidak berpengaruh positif dan signifikan pada toko serba singer mesin jahit di kartasura, sukoharjo (2) Pelayanan tidak berpengaruh positif dan signifikan pada toko serba singer mesin jahit di kartasura ,sukoharjo.(3) Citra merek berpengaruh positif dan signifikan pada toko serba singer di kartasura, sukoharjo. Hasil ini memberikan implikasi secara teoritis berupa terujinya pengaruh Citra merek terhadap keputusan pembelian secara empiris. Hasil penelitian ini juga memberikan implikasi bagi toko serba singer untuk meningkatkan promosi dan pelayanan yang baik agar mampu mempengaruhi keputusan pembelian konsumen.

Kata kunci: Promosi, Pelayanan, Citra merek, Keputusan Pembelian

***THE EFFECT OF PROMOTION, SERVICES, AND BRAND
IMAGE ON PURCHASE DECISIONS AT SEWING MACHINE
SINGER SERVICES STORE IN KARTASURA, SUKOHARJO,
CENTRAL JAVA***

ABSTRACT

This study aims to analyze the effect of promotion, service, and brand image on purchasing decisions at a sewing machine Singer department store in Kartasura, Sukoharjo, Central Java. The sample in this study were 100 respondents who were consumers of a Singer sewing machine department store in Kartasura, Sukoharjo. The data collection technique used is a survey method using a research instrument in the form of a questionnaire. The results of the Instrument Test stated that the question items in this research instrument were proven to be valid and reliable. The results of the Classical Assumption Test state that the data in this study are normally distributed and produce a regression model that is free from multicollinearity and heteroscedasticity. The results of this study prove that: (1) Promotion has no positive and significant effect on Singer sewing machine department store in Kartasura, Sukoharjo (2) Service has no positive and significant effect on Singer sewing machine department store in Kartasura, Sukoharjo. (3) Brand image positive and significant effect on Singer's department store in Kartasura, Sukoharjo. These results provide theoretical implications in the form of testing the influence of brand image on purchasing decisions empirically. The results of this study also have implications for Singer department stores to improve promotions and good service in order to be able to influence consumer purchasing decisions.

Keywords: *Promotion, Service, Brand Image, Purchase Decision*