

PENGARUH PERSEPSI HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN JASA PEMASANGAN ATAP RANGKA BAJA RINGAN ANDANA TRUSINDO

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh persepsi harga terhadap keputusan pembelian pada jasa pemasangan atap rangka baja ringan di Andana Trusindo, (2) pengaruh kualitas pelayanan atas dimensi *tangibility*, *reliability*, *responsiveness*, *assurance* dan *emphaty* terhadap keputusan pembelian pada jasa pemasangan atap rangka baja ringan Andana Trusindo. Sebanyak 30 responden yang pernah menggunakan jasa pemasangan di Andana Trusindo diambil melalui sensus. Pengumpulan data dilakukan dengan menggunakan kuesioner yang kemudian diuji validitas dan reliabilitasnya. Berdasarkan hasil uji asumsi klasik diketahui bahwa data berdistribusi normal, model regresi tidak mengalami heteroskedastisitas dan multikolinearitas. Teknik analisis data yang digunakan untuk menguji hipotesis adalah Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa: (1) persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian jasa pemasangan atap rangka baja ringan, (2) kualitas pelayanan atas dimensi *tangibility*, *reliability*, *responsiveness*, *assurance*, dan *emphaty* berpengaruh positif dan signifikan terhadap keputusan pembelian jasa pemasangan atap rangka baja ringan Andana Trusindo.

Kata Kunci : Persepsi Harga, Kualitas Pelayanan, Keputusan Pembelian

***THE EFFECT OF PRICE PERCEPTION AND SERVICE QUALITY
ON PURCHASE DECISION OF ANDANA TRUSINDO
LIGHTWEIGHT STEEL INSTALLATION SERVICES***

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ABSTRACT

This study aims to determine: (1) the effect of price perceptions on purchasing decisions on Andana Trusindo customers, (2) the effect of service quality on tangibility, reliability, responsiveness, assurance and empathy dimensions on purchasing decisions on Andana Trusindo customers. The population that was also used as a sample in this study were consumers who had used installation services at Andana Trusindo, which amounted to 30 respondents. Data collection techniques using questionnaires that have been tested for validity, reliability and normally distributed. The data analysis technique uses multiple regression. The results of this study indicate that: (1) price perceptions have a positive and significant effect on the purchase decisions of andana trusindo lightweight steel frame roofing services, (2) service quality for tangibility, reliability, responsiveness, assurance, and empathy dimensions has a positive and significant effect on decisions purchase services for the installation of a lightweight andana trusindo steel frame.

Keywords: Price Perception, Service Quality, Purchasing Decision