

**PENGARUH KUALITAS LAYANAN, LOKASI DAN PROMOSI *ON-LINE*
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN ARFA
BARBERSHOP**

Friki Adi Saefulloh
windyfriki123@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Kualitas Layanan, Lokasi Dan Promosi *On-Line* Terhadap Keputusan Pembelian Konsumen Arfa Barbershop. Sampel penelitian adalah mahasiswa angkatan 2016/2017-2019/2020 Fakultas Ekonomi Universitas Mercu Buana Yogyakarta kampus III. Sampel diambil dengan teknik purposive sampling, data dikumpulkan dengan menggunakan kusioner *on-line* berupa *Google Form*. Analisis yang digunakan adalah regresi linier berganda dan uji hipotesis (uji t dan uji F). Hasil penelitian menunjukkan bahwa: 1) Kualitas layanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen Arfa Barbershop. 2) lokasi berpengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen Arfa Barbershop. 3) promosi *online* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen Arfa Barbershop. Variabel kualitas layanan, lokasi dan promosi online secara simultan berpengaruh signifikan terhadap Keputusan Pembelian Konsumen Arfa Barbershop. 5) Variabel yang paling dominan berpengaruh terhadap Keputusan Pembelian Konsumen Arfa Barbershop adalah kualitas layanan.

Kata kunci: Kualitas layanan, lokasi, promosi *online*, keputusan pembelian

ABSTRACT

The aims of this study is to examine and analyze the effect of Service Quality, Location and Online Promotion of Arfa Barbershop's Consumer Purchasing Decisions. The research sample was students of the class of 2016 / 2017-2019 / 2020 Faculty of Economics, Mercu Buana University Yogyakarta campus III. Samples were taken by purposive sampling technique, data were collected using an on-line questionnaire in the form of Google Form. The analysis used is multiple linear regression and hypothesis testing (t test and F test). The results showed that: 1) Service quality has a positive and significant effect on Arfa Barbershop's Consumer Purchasing Decisions. 2) location has a positive and significant effect on Arfa Barbershop's Consumer Purchasing Decisions. 3) Online promotion has a positive and significant effect on the satisfaction of UMBY students. 4) Simultaneous service quality, location and online promotion variables significantly influence the Arfa Barbershop Consumer Purchase Decision. 5) The most dominant variable influencing Arfa Barbershop's Consumer Purchasing Decisions is service quality.

Keywords: Service quality, location, online promotion, purchasing decisions