

PENGARUH PERIKLANAN DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN

**(Studi Kasus Pada Produk *Pos Express* PT Pos Indonesia (Persero)
Kantor Pos Indramayu 45200)**

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ASBTRAK

Persaingan dunia bisnis begitu ketat seiring dengan semakin meningkatnya dan berkembangnya dunia industri, *manufacture* maupun industri jasa. Pelaku industri kian menghadapi tantangan untuk mendapatkan pangsa pasar yang mereka inginkan. Sementara itu konsumen cenderung semakin sensitif terhadap nilai yang ditawarkan setiap produk, terlebih pada kondisi saat ini pemasaran merupakan pertempuran persepsi konsumen dan tidak lagi sekedar pertempuran produk (Kartajaya, 2007:71).

Rancangan Penelitian yang dilakukan yaitu menggunakan pendekatan penelitian deskriptif verifikatif berdasarkan analisis regresi linier berganda. Metode deskriptif digunakan untuk mendeskripsikan atau menguraikan permasalahan yang berkaitan dengan pertanyaan terhadap variabel mandiri yaitu mendeskripsikan variabel periklanan, variabel kualitas pelayanan dan variabel keputusan pembelian, sedangkan analisis verifikatif adalah analisis model dan pembuktian yang berguna untuk mencari kebenaran dari hipotesis yang diajukan. Penelitian verifikatif dalam penelitian ini adalah untuk mengetahui pengaruh iklan dan kualitas pelayanan terhadap keputusan pembelian.

Hasil analisis dalam penelitian ini menyebutkan bahwa periklanan produk *Pos Express* di Kantor Pos Indramayu 45200 dinilai mampu memberikan informasi dan mampu menarik konsumen untuk melakukan pembelian produk *Pos Express*. Kualitas pelayanan di Kantor Pos Indramayu berdasarkan penilaian konsumen dinilai baik dan memberikan kualitas sesuai dengan harapan konsumen. Keputusan pembelian produk *Pos Express* di Kantor Pos Indramayu berdasarkan pemilihan produk, pilihan merek, pemilihan penyalur, jumlah pembelian, penentuan waktu, metode pembayaran. Variabel periklanan produk *Pos Express* di Kantor Pos Indramayu secara parsial dan signifikan berpengaruh terhadap keputusan pembelian konsumen. Variabel kualitas pelayanan produk *Pos Express* di Kantor Pos Indramayu secara parsial dan signifikan berpengaruh terhadap keputusan pembelian konsumen. Variabel periklanan dan kualitas pelayanan produk *Pos Express* di Kantor Pos Indramayu secara simultan dan signifikan berpengaruh terhadap keputusan pembelian konsumen.

Kata Kunci : Periklanan, Kualitas Pelayanan, Keputusan Pembelian.

**THE EFFECT OF ADVERTISING AND SERVICE QUALITY ON
PURCHASE DECISIONS**

**(Case Study on Pos Express Products of PT Pos Indonesia (Persero)
Post Office Indramayu 45200)**

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ABSTRACT

Competition in the business world is so tight in line with the increasing and development of the industrial, manufacturing and service industries. Industry players increasingly face challenges to get the market share they want. Between that consumers tend to be more sensitive to the value offered by each product, especially in the current conditions of marketing is a battle of consumer perceptions and no longer just a product battle (Kartajaya, 2007: 71).

The research design carried out was using a descriptive verification research approach based on multiple linear regression analysis. Descriptive methods are used to describe or describe problems related to the question of independent variables, namely describing advertising variables, service quality variables and purchasing decision variables, while verification analysis is the analysis of models and evidences that are useful for finding the truth of the hypothesis proposed. Verification research in this study is to determine the influence of advertising and service quality on purchasing decisions.

The results of the analysis in this study state that Pos Express product advertising at the Indramayu 45200 Post Office is considered capable of providing information and able to attract consumers to purchase Pos Express products. The quality of service at the Indramayu Post Office based on consumer ratings is considered good and provides quality in accordance with consumer expectations. The decision to purchase Pos Express products at the Indramayu Post Office is based on product selection, brand choice, channel selection, purchase amount, timing, payment mode. Advertising variables of Pos Express products in the Indramayu Post Office are partially and significantly influence consumer purchasing decisions. The service quality variable of Pos Express products in the Indramayu Post Office is partially and significantly influences consumer purchasing decisions. Advertising variable and service quality of Pos Express products in the Indramayu Post Office simultaneously and significantly influence consumer purchasing decisions.

Keywords : Advertising, Service Quality, Purchase Decision.