

ABSTRAK

Skripsi yang berjudul “Pengaruh Harga Kompetitif, Kualitas Pelayanan, Kualitas Produk, dan Lokasi Usaha Terhadap Keputusan Pembelian Jasa *Wedding Prawedding Photography* “Parmfoto” di Mojokerto” ini ditulis oleh Anif Nurul Fadilah, NIM 12405183040 pembimbing Lativa Hartiningtyas, M.Pd.

Tujuan pada penelitian ini yaitu sebagai langkah awal dalam menganalisa adakah 1.Pengaruh harga kompetitif secara positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* “Parmfoto” di Mojokerto. 2.Pengaruh kualitas pelayanan secara positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* “Parmfoto” di Mojokerto. 3.Pengaruh kualitas produk secara positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* “Parmfoto” di Mojokerto. 4.Pengaruh lokasi usaha secara positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* “Parmfoto” di Mojokerto. 5.Pengaruh harga kompetitif, kualitas pelayanan, kualitas produk, dan lokasi usaha secara positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* “Parmfoto” di Mojokerto. Metode penelitian kuantitatif dan asosiatif digunakan dalam desain penelitian ini. Sebaliknya, teknik sampling yang digunakan dalam penelitian ini adalah accidental random sampling, dengan jumlah sampel 96 partisipan yang berlangganan di “Parmfoto”.

Dalam penelitian ini digunakan sumber data primer. Dan hasil dari simulasi dianalisis menggunakan uji regresi linier berganda. Hasil uji F menunjukkan bahwa $f_{hitung} 34,904 > f_{tabel} 2,47$, sehingga secara bersamaan variabel harga kompetitif, kualitas pelayanan, kualitas produk, dan lokasi usaha berpengaruh positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* “Parmfoto” di Mojokerto. Sedangkan hasil uji t menunjukkan bahwa terdapat pengaruh yang positif dan signifikan dari harga kompetitif terhadap keputusan pembelian Parmfoto di Mojokerto dengan dibuktikan dari nilai $t_{hitung} 2,206 > t_{tabel} 1,987$, terdapat pengaruh yang positif dan signifikan dari kualitas pelayanan terhadap keputusan pembelian Parmfoto di Mojokerto dengan dibuktikan dari nilai $t_{hitung} 2,028 > t_{tabel} 1,987$, terdapat pengaruh yang positif dan signifikan dari kualitas produk terhadap keputusan pembelian Parmfoto di Mojokerto yang dibuktikan dari nilai $t_{hitung} 2,240 > t_{tabel} 1,987$, pengaruh dari lokasi usaha terhadap keputusan pembelian Parmfoto di Mojokerto yang dibuktikan dari nilai $t_{hitung} 2,414 > t_{tabel} 1,987$. Kemudian persamaan regresi linier berganda diperoleh persamaan: $Y = 3,098 + 0,181X_1 + 0,160X_2 + 0,2601X_3 + 0,161X_4$. Sehingga dapat disimpulkan hasil dari penelitian ini adalah harga

kompetitif, kualitas pelayanan, kualitas produk, dan lokasi usaha berpengaruh positif dan signifikan terhadap keputusan pembelian jasa *wedding prawedding photography* Parmfoto di Mojokerto.

Kata kunci: Harga Kompetitif, Kualitas Pelayanan, Kualitas Produk, Lokasi, dan Keputusan Pembelian

ABSTRACT

The thesis entitled "The Influence of Competitive Prices, Service Quality, Product Quality, and Business Locations on the Purchase Decision of Wedding Prawedding Photography "Parmfoto" in Mojokerto" was written by Anif Nurul Fadilah, NIM 12405183040 supervisor Lativa Hartiningtyas, M.Pd.

The purpose of this research is as a first step in testing whether 1. To influence competitive prices in a positive and significant way on the decision of wedding prawedding photography service "Parmfoto" in Mojokerto. 2. Influence the quality of service in a positive and significant way on the decision of wedding prawedding photography service "Parmfoto" in Mojokerto. 3. Positive and significant impact on product quality on the decision of wedding prawedding photography service "Parmfoto" in Mojokerto. 4. Influence the location of the business in a positive and significant way on the decision wedding prawedding photography service "Parmfoto" in Mojokerto. 5. The influence of competitive prices, service quality, product quality, and business location in a positive and significant way on consumer purchasing decisions of wedding prawedding photography service "Parmfoto" in Mojokerto. Quantitative and associative method are used in this research design. On the other hand, the sampling technique used in this research is random sampling, with a total sample of 96 participants who subscribe to "Parmfoto".

In this research used primary data source. And the results of the simulation were analyzed using the multiple linear regression test. The results of the F test show that $f_{count} 34,904 > f_{table} 2,47$, so that simultaneously the variables of competitive price, service quality, product quality, and business location have a positive and significant effect on purchasing decisions for wedding prawedding photography services "Parmfoto" in Mojokerto. While the results of the t-test indicate that there is a positive and significant effect of competitive prices on the purchasing decision of Parmfoto in Mojokerto as evidenced by the $t_{count} 2,206 > t_{table} 1,987$, there is a positive and significant effect of service quality on purchasing decisions for Parmfoto in Mojokerto as evidenced by the value of $t_{count} 2,028 > t_{table} 1,987$, there is a positive and significant effect of product quality on purchasing decisions for Parmfoto in Mojokerto as evidenced by the value of $t_{count} 2,240 > t_{table} 1,987$, the influence of business location on purchasing decisions for Parmfoto in Mojokerto as evidenced by the value of $t_{count} 2,414 > t_{table} 1,987$. Then the multiple linear regression equation obtained the equation: $Y = 3.098 + 0.181X_1 + 0.160X_2 + 0.2601X_3 + 0.161X_4$. So that it can be concluded that the results of this study are

competitive prices, service quality, product quality, and business location have a positive and significant effect on purchasing decisions for wedding prewedding photography services Parmfoto in Mojokerto.

Keywords: Competitive Price, Service Quality, Product Quality, Location, and Purchase Decision