

ABSTRAK

Sri Dayanti, 2023: Pengaruh Promosi Penjualan, Lokasi dan Kualitas Layanan Terhadap Keputusan Pembelian di Rumah Makan *Seafood* Madong.
Dosen Pembimbing: Hj. Iranita, SE., M.Si dan
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Penelitian ini bertujuan untuk menjelaskan Pengaruh Promosi Penjualan, Lokasi dan Kualitas Layanan Terhadap Keputusan Pembelian di Rumah Makan *Seafood* Madong. Populasi pada penelitian ini adalah pelanggan Rumah Makan *Seafood* Madong di Kota Tanjungpinang sebanyak 19.200 Orang. Pengambilan sampel menggunakan teknik *purposive sampling*. Sampel dalam penelitian ini adalah pelanggan yang mengkonsumsi olahan Rumah Makan *Seafood* Madong di Kota Tanjungpinang sebanyak 100 responden. Jenis penelitian ini adalah penelitian kuantitatif. Data primer penelitian ini berasal dari kuesioner. Data yang terkumpul dan di uji menggunakan *Software Smart PLS 3.0*. Hasil penelitian ditemukan bahwa Promosi Penjualan tidak berpengaruh terhadap Keputusan Pembelian, Lokasi tidak berpengaruh terhadap Keputusan pembelian, Kualitas Layanan berpengaruh terhadap Keputusan Pembelian. Berdasarkan hasil uji hipotesis nilai berpengaruh dan signifikan terdapat pada variabel Kualitas Layanan (X3) terhadap Keputusan Pembelian (Y), dengan nilai *t-statistic* 15,130 > *t-tabel* 1,66 dan *p-value* 0,000 < nilai signifikansi 0,05. Berdasarkan hasil uji *coefficient determination* atau *goodness of fit* (R^2) didapat nilai sebesar 0,663 (66,3%). Menunjukkan bahwa model penelitian ini moderat. Karena mampu menjelaskan 66,3% dari keseluruhan penelitian. Sedangkan sisanya 33,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Promosi Penjualan, Lokasi dan Kualitas Layanan terhadap Keputusan Pembelian

ABSTRACT

Sri Dayanti, 2023:

The Influence of Sales Promotion, Location and Service Quality on Purchase Decisions at Seafood Restaurants Madong.

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This study aims to explain the effect of sales promotion, location and service quality on purchasing decisions at Madong Seafood Restaurant. The population in this study were customers of the Madong Seafood Restaurant in Tanjungpinang City, totaling 19,200 people. Sampling using purposive sampling technique. The sample in this study were customers who consumed processed Madong Seafood Restaurant in Tanjungpinang City as many as 100 respondents. This type of research is quantitative research. The primary data of this study came from a questionnaire. The data collected and tested using Smart PLS 3.0 Software. The results of the study found that Sales Promotion had no effect on Purchasing Decisions, Location had no effect on Purchase Decisions, Service Quality had an effect on Purchasing Decisions. Based on the results of hypothesis testing, the significant and influential value is found in the variable Service Quality (X3) on Purchase Decision (Y), with a t-statistic value of 15.130 > t-table 1.66 and a p-value of 0.000 < a significance value of 0.05. Based on the results of the determination coefficient test or the goodness of fit (R^2) obtained a value of 0.663 (66.3%). Shows that this research model is moderate. Because it is able to explain 66.3% of the entire study. While the remaining 33.7% is explained by other variables not examined in this study.

Keywords: *Sales Promotion, Location and Service Quality on Purchasing Decisions*