

## ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

2019

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### **Pengaruh Kualitas Pelayanan, Harga, Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Makanan Cepat Saji McDonald's Jakarta Garden City Serta Tinjauannya Dari Sudut Pandang Islam**

105 halaman + xiv halaman + 27 tabel + 4 gambar dan 7 lampiran

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan, harga, promosi, dan kualitas produk terhadap keputusan pembelian produk Makanan Cepat Saji McDonald's Jakarta Garden City. Populasi dalam penelitian ini konsumen McDonald's Jakarta Garden City. Teknik pengambilan sampel yang digunakan adalah *kuota sampling*. Jumlah responden dalam penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Kualitas pelayanan, harga, promosi, kualitas produk secara simultan berpengaruh terhadap keputusan pembelian. (6) Menurut Islam kualitas pelayanan, harga, promosi dan kualitas produk yang ada berlaku tidak bertentangan dengan ekonomi syariah karena tidak ada unsur keterpaksaan antara penjual dan pembeli, atas dasar suka sama suka, kerelaan serta tidak adanya unsur penipuan.

**Kata Kunci:** Kualitas Pelayanan, Harga, Promosi, Kualitas Produk dan Keputusan Pembelian.

**ABSTRACT**

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**The Influence of Service Quality, Price, Promotion and Quality of Products on the Decision of Purchasing Fast Food McDonald's Jakarta Garden City and its Overview from the Islamic Point of View**

*105 pages + xiv pages + 27 tables + 4 picture dan 7 attachments*

**ABSTRACT**

The purpose of this study was to determine the effect of service quality, price, promotion, and product quality on the decision to purchase McDonald's Jakarta Garden City Fast Food products. The population in this study is consumers of McDonald's Jakarta Garden City. The sampling technique used is sampling quota. The number of respondents in this study were 100 respondents. Data was collected using survey methods with questionnaire instruments. The data analysis method used is multiple regression analysis. The results showed that: (1) service quality had a positive and significant effect on purchasing decisions. (2) prices have a positive and significant effect on purchasing decisions. (3) promotion has a positive and significant effect on purchasing decisions. (4) product quality has a positive and significant effect on purchasing decisions. (5) Service quality, price, promotion, product quality simultaneously influence purchasing decisions. (6) According to Islam the service quality, price, promotion and quality of existing products do not conflict with Islamic economics because there is no element of compulsion between the seller and the buyer, on the basis of liking, willingness and lack of fraud.

**Keywords:** *Service Quality, Price, Promotion, Product Quality and Purchase Decision.*