

ABSTRAK

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Analisis Pengaruh Harga, Kualitas Pelayanan Dan Kepercayaan Terhadap Keputusan Pembelian Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan PO Bejeu Di Terminal Bus Pulo Gebang Jakarta Timur).

101 + Halaman, 24 Tabel, 4 Gambar, 19 Lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan dan kepercayaan terhadap keputusan pembelian serta tinjauannya dari sudut pandang Islam. Pada pelanggan PO Bejeu di terminal bus pulo gebang Jakarta Timur. Jenis data yang digunakan adalah data primer dan data sekunder, sedangkan metode pengumpulan data menggunakan kuesioner. Dengan jumlah sampel sebanyak 80 responden. Analisis data dengan melakukan pengujian hipotesis baik secara parsial maupun secara simultan. Hasil penelitian menunjukkan bahwa : (1) secara parsial harga berpengaruh signifikan terhadap keputusan pembelian. (2) secara parsial kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian. (3) secara parsial kepercayaan berpengaruh signifikan terhadap keputusan pembelian. (4) secara simultan seluruh variabel berpengaruh signifikan terhadap keputusan pembelian. Menurut pandangan Islam, harga, kualitas pelayanan dan kepercayaan yang ditetapkan dalam PO Bejeu berpengaruh terhadap keputusan pembelian dan sudah sesuai dengan sudut pandang Islam.

Kata kunci: Harga, Kualitas Pelayanan, Kepercayaan, dan Keputusan Pembelian

ABSTRACT

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Analysis of the Influence of Price, Service Quality and Trust in Purchasing Decisions as well as Islamic Viewpoints (Case Study of PO Bejeu Customers in Pulo Gebang Bus Terminal, East Jakarta).

101 + Pages, 24 Tables, 4 Image, 19 Attachments

Abstract Description

This study aims to determine the effect of price, service quality and trust in purchasing decisions and their views from an Islamic perspective. To PO Bejeu customers at the Pulo Gebang Bus Terminal in East Jakarta. The type of data used is primary data and secondary data, while the data collection method uses a questionnaire. With a total sample of 80 respondents. Data analysis by testing hypotheses both partially and simultaneously. The results of the study show that: (1) partially the price has a significant effect on purchasing decisions. (2) partially service quality has a significant effect on purchasing decisions. (3) partially trust has a significant effect on purchasing decisions. (4) simultaneously all variables have a significant effect on purchasing decisions. According to the Islamic view, the price, service quality and trust set out in PO Bejeu have an effect on purchasing decisions and are in accordance with the Islamic point of view.

Keywords: Price, Service Quality, Trust, and Purchasing Decision