

ABSTRAK

**Fakultas Ekonomi
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Pengaruh Kepuasan Pelanggan, Kualitas Pelayanan dan Promosi Terhadap
Keputusan Pembelian

(Studi Kasus Pada Produk Pizza Hut)

120 + xv Halaman , 21 Tabel , 3 Gambar , 6 Lampiran

Uraian Abstrak

Dengan munculnya berbagai macam merek makanan junk food, Pizza Hut harus dapat mempertahankan kelangsungan hidup pelanggannya melalui keputusan pembelian konsumen dengan memperhatikan kepuasan pelanggan, kualitas pelayanan, promosi. Jenis penelitian yang di gunakan dalam penelitian ini adalah penelitian kuantitatif. Pengumpulan data dilakukan dengan teknik angket melalui penyebaran kuisioner. Teknik analisis data dengan melakukan pengujian hipotesis baik secara parsial maupun secara simultan. Populasi dalam penelitian ini adalah pelanggan Pizza Hut sebanyak 100 orang. Hasil penelitian menunjukan bahwa kepuasan pelanggan berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. Secara simultan seluruh variable memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Tinjauan menurut pandangan islam bahwa kepuasan pelanggan, kualitas pelayanan, dan promosi tidak melanggar norma-norma agama islam dalam mempengaruhi keputusan pembelian pelanggan Pizza hut sehingga layak dinikmati oleh konsumen yang beragama islam.

Kata kunci :Kepuasan Pelanggan, Kualitas Pelayanan, Promosi, Keputusan Pembelian

ABSTRACT

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Effect of customer satisfaction, service quality and promotion of purchasing decisions

(Case Study on Pizza Hut Products)

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+ xv Page, 21 Tables, 3 Images, 6 Attachments

Abstract Description

With the emergence of various kinds of junk food brands, Pizza Hut must be able to maintain the survival of its customers through consumer purchasing decisions with regard to customer satisfaction, service quality, promotion. The type of research used in this study is quantitative research. Data collection was carried out by questionnaire technique through questionnaires. Data analysis techniques by testing hypotheses both partially and simultaneously. The population in this study were Pizza Hut customers as many as 100 people. The results show that customer satisfaction has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions. Promotion has a positive and insignificant effect on purchase decisions. Simultaneously all variables have a positive and significant influence on purchasing decisions. Review according to the Islamic view that customer satisfaction, service quality, and promotion do not violate Islamic religious norms in influencing Pizza hut customers' purchasing decisions so that they are worthy of being enjoyed by Islamic consumers.

Keywords: Customer Satisfaction, Service Quality, Promotion, Purchase Decision