

ABSTRAK

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Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Keputusan Pembelian Jasa Bongkar Muat Pelabuhan Di PT IPC Terminal Petikemas Dan Tinjauannya Menurut Sudut Pandang Islam

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, lokasi dan harga terhadap keputusan pembelian jasa bongkar/muat pelabuhan di PT IPC TPK. Teknik pengambilan sampel yang digunakan adalah dengan *purposive sampling*. Penelitian ini mengambil 100 sampel atau responden untuk diberikan pertanyaan melalui kuesioner. Metode analisis data yang digunakan adalah analisis linier berganda dengan nilai signifikansi 0,05 atau 5%. Pengolahan data menggunakan SPSS 25. Berdasarkan hasil uji t (parsial) kualitas pelayanan, lokasi serta harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan berdasarkan uji F (simultan) kualitas pelayanan, lokasi serta harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Menurut pandangan Islam kualitas pelayanan, lokasi, harga dan keputusan pembelian memiliki hubungan satu sama lain. Islam mengajarkan untuk memberikan layanan yang berkualitas, jujur, tidak membohongi khalayak dan lokasi yang dipilih telah mengikuti syariah Islam yaitu tidak merugikan lingkungan disekitarnya, serta harga yang diberikan tidak ada unsur ketidakadilan dalam menjual suatu barang/jasa.

Kata Kunci : Kualitas Pelayanan, Lokasi, Harga, Keputusan Pembelian

ABSTRACT

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Influence of Service Quality, Location and Price on the Decision to Purchasing Port Loading / Unloading Services at PT IPC Terminal Peti Kemas and its Overview of Islamic Perspectives

Abstract Description

This study aims to determine the effect of service quality, location and price on the decision to purchase port loading / unloading services at PT IPC TPK. The sampling technique used was purposive sampling. This study took 100 samples or respondents to be asked questions through a questionnaire. Data analysis method used is multiple linear analysis with a significance value of 0.05 or 5%. Data processing using SPSS 25. Based on the results of t test (partial) service quality, location and price have a positive and significant effect on purchasing decisions. While based on the F test (simultaneous) service quality, location and price have a positive and significant effect on purchasing decisions. According to the Islamic view, service quality, location, price and purchasing decisions have a relationship with each other. Islam teaches to provide quality services, honestly, do not deceive the audience and the location chosen has followed the Islamic Sharia which is not detrimental to the surrounding environment, and the price provided there is no element of injustice in selling an item / service.

Keywords : Services Quality, Location, Price, Purchase Decision

Lampiran 4 : Hasil Analisis Deskriptif Variabel

		Correlations					
		item1	item2	item3	item4	item5	kualitas_pelayanan
item1	Pearson Correlation	1	.479**	.544**	.350**	.373**	.756**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
item2	Pearson Correlation	.479**	1	.513**	.337**	.493**	.758**
	Sig. (2-tailed)	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100
item3	Pearson Correlation	.544**	.513**	1	.324**	.349**	.747**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	100	100	100	100	100	100
item4	Pearson Correlation	.350**	.337**	.324**	1	.387**	.665**
	Sig. (2-tailed)	.000	.001	.001		.000	.000
	N	100	100	100	100	100	100
item5	Pearson Correlation	.373**	.493**	.349**	.387**	1	.719**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
kualitas_pelayanan	Pearson Correlation	.756**	.758**	.747**	.665**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

Correlations

		ITEM1	ITEM2	ITEM3	ITEM4	ITEM5	LOKASI
ITEM1	Pearson Correlation	1	.391**	.341**	.328**	.427**	.646**
	Sig. (2-tailed)		.000	.001	.001	.000	.000
	N	100	100	100	100	100	100
ITEM2	Pearson Correlation	.391**	1	.454**	.332**	.521**	.729**
	Sig. (2-tailed)	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100
ITEM3	Pearson Correlation	.341**	.454**	1	.412**	.592**	.771**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	100	100	100	100	100	100
ITEM4	Pearson Correlation	.328**	.332**	.412**	1	.512**	.707**
	Sig. (2-tailed)	.001	.001	.000		.000	.000
	N	100	100	100	100	100	100
ITEM5	Pearson Correlation	.427**	.521**	.592**	.512**	1	.835**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
LOKASI	Pearson Correlation	.646**	.729**	.771**	.707**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

Correlations

		ITEM1	ITEM2	ITEM3	ITEM4	ITEM5	HARGA
ITEM1	Pearson Correlation	1	.386**	.419**	.688**	.482**	.747**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
ITEM2	Pearson Correlation	.386**	1	.471**	.551**	.717**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
ITEM3	Pearson Correlation	.419**	.471**	1	.558**	.328**	.689**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	100	100	100	100	100	100
ITEM4	Pearson Correlation	.688**	.551**	.558**	1	.443**	.818**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
ITEM5	Pearson Correlation	.482**	.717**	.328**	.443**	1	.792**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100
HARGA	Pearson Correlation	.747**	.831**	.689**	.818**	.792**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100