

ABSTRAK

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Pengaruh Kualitas Pelayanan, Promosi, Harga dan Lokasi Terhadap Minat Beli *Office Space* Serta Tinjauannya Dari Sudut Pandang Islam.

xv halaman + 137 halaman + 22 tabel + 3 gambar + 4 lampiran

Uraian Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Kualitas Pelayanan, Promosi, Harga dan Lokasi Terhadap Minat Beli *Office Space* secara parsial dan simultan. Populasi dalam penelitian adalah calon *customer* di PT Asset Pacific . Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive 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, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan berpengaruh negatif dan tidak signifikan terhadap minat beli. (2) Promosi berpengaruh positif dan signifikan terhadap minat beli. (3) Harga berpengaruh negatif dan tidak signifikan terhadap minat beli. (4) Lokasi berpengaruh positif dan signifikan terhadap minat beli. (5) secara simultan seluruh variabel independen memiliki pengaruh yang signifikan terhadap minat beli. Dalam sudut pandang Islam, minat beli yang terkait dengan kualitas pelayanan, promosi, harga dan lokasi yang ada di PT Asset Pacific sudah sesuai dengan ekonomi syariah dan perspektif islam .

Kata kunci : Kualitas Pelayanan, Promosi, Harga, Lokasi, Minat Beli, PT Asset Pacific

ABSTRACT

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The Influence of Service Quality, Promotion, Price, and Location on Interest in Buying Office Space at PT. Asset Pacific and Its Review From an Islamic Perspective

xv pages + 137 pages + 22 tables + 3 pictures + 4 attachments

Abstract Description

The purpose of this study was to determine the effect of Service Quality, Promotion, Price and Location on Office Space Purchase Intention partially and simultaneously. The population in this study was prospective customers at PT Asset Pacific. The sampling technique used was purposive sampling technique. The number of respondents in this study were 100 respondents. Data was collected using a survey method with a questionnaire instrument. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous). The results showed that : (1) Service quality had a negative and insignificant effect on purchase intention. (2) Promotion had a positive and significant effect on purchase intention. (3) Price has a negative and insignificant effect on buying interest. (4) Location has a positive and significant effect on buying interest . (5) simultaneously all independent variables have a significant effect on buying interest . From an Islamic point of view, buying interest related to the quality of promotional services, prices and locations at PT Asset Pacific is in accordance with Islamic economics and Islamic perspectives.

Keywords : Service Quality, Promotion, Price, Location, Interest in Buying