

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2025

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Pengaruh Kualitas Pelayanan, Promosi, Persepsi Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada Restoran Offline Mcdonald's Di Jakarta (Studi Kasus pada Kaum Muslim Generasi Z)

200 halaman + xiv halaman + 20 tabel + 5 gambar dan 4 lampiran

Uraian Abstrak

Tujuan penelitian ini adalah untuk menganalisis pengaruh Kualitas Pelayanan, Promosi, Persepsi Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Konsumen Mcdonald's Jakarta Serta Tinjauannya Dari Sudut Pandang Islam. Jenis penelitian ini adalah *explorative research*. Populasi penelitian ini adalah konsumen McDonald's Jakarta dengan jumlah sampel 135 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan metode survei menggunakan kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) persepsi harga berpengaruh negatif dan signifikan terhadap keputusan pembelian. (4) kualitas produk positif dan signifikan terhadap keputusan pembelian. (5) kualitas pelayanan, promosi, persepsi harga dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian. (6) kualitas pelayanan, promosi, persepsi harga dan kualitas produk sudah sesuai menurut pandangan Imam Al-Qurthubi.

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

ABSTRACT

Faculty of Economics and Business

Bachelor of Management Program

2025 CE

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The Influence of Service Quality, Promotion, Price Perception, and Product Quality on Purchase Decisions Among McDonald's Jakarta Customers (A Case Study of Muslim Generation Z)

200 pages + xiv pages + 20 tables + 5 figures and 4 appendices

Abstract Description

The purpose of this study is to analyze the influence of service quality, promotion, price perception, and product quality on purchasing decisions among McDonald's Jakarta consumers, as well as an Islamic perspective review. This is an exploratory research study. The study population consists of McDonald's Jakarta consumers, with a sample size of 135 respondents. The sampling technique used is purposive sampling. Data was collected using a survey method with a questionnaire. The data analysis method used was multiple linear regression analysis. The results of the study indicate that: (1) service quality has a positive and significant effect on purchasing decisions. (2) promotions have a positive and significant effect on purchasing decisions. (3) price perception has a negative and significant effect on purchasing decisions. (4) product quality has a positive and significant effect on purchasing decisions. (5) Service quality, promotion, price perception, and product quality simultaneously influence purchasing decisions. (6) According to Islamic teachings, Imam Al-Qurthubi, service quality, promotion, price perception, and product quality are conducted in accordance with Islamic principles.

Keywords: Service Quality, Promotion, Price Perception, Product Quality, Purchasing Decisions.