

EFFECT OF SERVICE QUALITY AND PROMOTIONAL EFFECTIVENESS OF PURCHASE DECISIONS

(Study conducted at BRILink Agent Muhamad Ahan Harisa Jombang)

ABSTRACT

by :

Bambang Wibisono

Lecturer

Chusnul Rofiah, SE., MM

This study aims to determine, analyze and explain the effect of Service Quality and Effectiveness of Promotion on Purchasing Decisions at Agen BRILink Muhamad Ahan Harisa Jombang. This research uses explanation method which is carried out through data collection in the field. The population is store visitors Agen BRILink Muhamad Ahan Harisa Jombang with a sample of 100 people, data analysis using multiple linear regression methods, hypothesis testing and coefficient of determination. Based on the results of the study showed that the quality of service and effectiveness of promotions can improve purchasing decisions on Agen BRILink Muhamad Ahan Harisa Jombang.

Keywords: Service Quality, Promotion Effectiveness and Purchasing Decisions