

**PENGARUH KUALITAS LAYANAN DAN HUBUNGAN
INTERPERSONAL TERHADAP KEPUTUSAN PEMBELIAN TANAMAN
HIAS SERTA AKSESORIS DI STAND THE HASANAH FLORIST
KEDUNG MORO KUNIR LUMAJANG**

ABSTRAK

Penelitian ini dilakukan di Stand The Hasanah Florist yang memiliki predikat baik pada kualitas layanan dan hubungan interpersonal yang terakreditasi baik. Tujuan penelitian ini adalah untuk mengetahui apakah kualitas layanan dan hubungan interpersonal berpengaruh terhadap keputusan pembelian. Sumber data yang diperoleh berasal dari para konsumen Stand The Hasanah Florist yang kemudian akan di uji dengan teknik analisis penelitian. Teknik analisis dalam penelitian ini yaitu menggunakan analisis data dan pengujian hipotesis. Berdasarkan hasil analisis data pada pengujian Instrumen penelitian dilakukan Uji Validitas, menyatakan bahwa semua indikator dinyatakan valid. Pada Uji Reliabilitas menunjukkan nilai Cronbach's Alpha kualitas layanan dan keputusan pembelian dengan indeks kriteria reliabilitas sedangkan hubungan interpersonal dengan indeks kriteria cukup reliabilitas. Pada Pengujian Asumsi Klasik, dilakukan Uji Normalitas, Multikolinieritas dan Heteroskedastisitas. Ketiga metode pengujian ini dikatakan sesuai ketika memenuhi kriteria pengujian yang telah tertera. Dilakukannya juga Uji Analisis Regresi Linier Berganda dengan didapatkannya suatu rumus model Analisis Regresi Linier Berganda pada pengaruh dari variabel independen terhadap variabel dependen. Pengujian Hipotesis dilakukan Uji t (Parsial), Uji F (Simultan) dan Koefisien Determinasi (R^2). Hipotesis 1 pada Uji t, diperoleh hasil bahwa kualitas layanan tidak berpengaruh signifikan sedangkan pada Hipotesis 2 pada Uji t diperoleh hasil bahwa terdapat pengaruh signifikan hubungan interpersonal terhadap keputusan pembelian. Hasil Uji F (Simultan), model regresi pada penelitian ini menghasilkan bahwa kualitas layanan dan hubungan interpersonal memiliki pengaruh signifikan secara simultan terhadap keputusan pembelian. Sedangkan Koefisien Determinasi pada nilai R Square (R^2) bahwa besarnya fleksibilitas variabel independen dapat mempengaruhi fleksibilitas variabel dependen.

Kata Kunci : Kualitas Layanan, Hubungan Interpersonal, Keputusan Pembelian

**THE INFLUENCE OF QUALITY OF SERVICE AND INTERPERSONAL
RELATIONS ON THE DECISION TO PURCHASE ORNAMENTAL
PLANTS AND ACCESSORIES AT THE HASANAH FLORIST STAND
KEDUNG MORO KUNIR LUMAJANG**

ABSTRACT

This research was conducted at The Hasanah Florist Stand which has a good rating on service quality and good accredited interpersonal relationships. The purpose of this study was to determine whether service quality and interpersonal relationships affect purchasing decisions. The source of the data obtained comes from the consumers of The Hasanah Florist Stand which will then be tested with research analysis techniques. The analysis technique in this research is using data analysis and hypothesis testing. Based on the results of data analysis on the research instrument testing, Validity Test was carried out, stating that all indicators were declared valid. The reliability test shows the value of Cronbach's Alpha service quality and purchasing decisions with the index of reliability criteria while interpersonal relationships with the index of criteria are quite reliable. In the Classical Assumption Test, normality, multicollinearity and heteroscedasticity tests were carried out. These three test methods are said to be appropriate when they meet the stated test criteria. Multiple Linear Regression Analysis Test was also carried out by obtaining a model formula for Multiple Linear Regression Analysis on the influence of the independent variable on the dependent variable. Hypothesis testing was carried out by t-test (partial), F-test (simultaneous) and the coefficient of determination (R^2). Hypothesis 1 on the t-test, the results obtained that service quality does not have a significant effect, while in Hypothesis 2 on the t-test, the results show that there is a significant influence of interpersonal relationships on purchasing decisions. F test results (simultaneous), the regression model in this study resulted that the quality of service and interpersonal relationships have a significant influence simultaneously on purchasing decisions. While the coefficient of determination on the value of R Square (R^2) that the amount of flexibility of the independent variable can affect the flexibility of the dependent variable.

Keywords: Service Quality, Interpersonal Relations, buying decision