

**DAMPAK KUALITAS PELAYANAN DAN KEPERCAYAAN TERHADAP
KEPUTUSAN PEMBELIAN DI ROCKET CHICKEN LUMAJANG**

SKRIPSI

Diajukan sebagai salah satu syarat untuk
memperoleh gelar Sarjana Manajemen
Program Studi Manajemen



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ABSTRAK

Dengan adanya beberapa argument tentang kualitas pelayanan dan kepercayaan serta berdasarkan keputusan pembelian di Rocket Chicken Lumajang tentang kualitas pelayanan yang dirasakan setelah membeli makanan dan minuman, konsumen yang datang dan menjadi pelanggan akan mendapatkan kepercayaan karena kualitas pelayanan yang diberikan bisa memenuhi keinginan pelanggan. Tujuan penelitian ini untuk mengetahui dampak kualitas pelayanan dan kepercayaan terhadap keputusan pembelian di Rocket Chicken Lumajang secara parsial dan simultan. Penelitian ini dilakukan di Rocket Chicken Lumajang dengan sampel yang diambil sebanyak 45 responden. Penelitian ini melakukan pengujian terhadap hipotesis yang menyatakan terdapat dampak kualitas pelayanan dan kepercayaan terhadap keputusan pembelian di Rocket Chicken Lumajang. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan teknik analisis regresi linear berganda. Hasil penelitian yang menunjukkan bahwa variabel kualitas pelayanan tidak berpengaruh terhadap keputusan pembelian, sedangkan variabel kepercayaan berpengaruh terhadap keputusan pembelian dengan koefisien determinasi sebesar 0,529 yang menunjukkan bahwa 52,9% keputusan pembelian di Rocket Chicken Lumajang dapat dipengaruhi oleh variabel kualitas pelayanan dan kepercayaan sedangkan sisanya 47,1% % keputusan pembelian di Rocket Chicken Lumajang dipengaruhi oleh variabel-variabel lainnya yang tidak diteliti dalam penelitian ini. Penelitian pada topik ini dapat ditindak lanjuti dengan menggunakan populasi, sampel, serta periode yang berbeda untuk melihat potensi hasil penelitian yang berbeda.

Kata Kunci : Kualitas Pelayanan, Kepercayaan, Keputusan Pembelian

THE IMPACT OF THE QUALITY OF SERVICES AND TRUST OF THE DECISION PURCHASES IN ROCKET CHICKEN LUMAJANG

Abstract

With a number of argument about the quality of service and confidence as well as based on the resolution of purchases in rocket chicken lumajang about the quality of services might feel over buy food and drinks , consumers coming and be a customer will get trust because the quality of services are provided can fulfilling a desire customers .The purpose of this research to know the impact of the quality of services and trust of the decision purchases in rocket chicken lumajang in partial and simultaneous .The study is done in rocket chicken lumajang with samples to be taken 45 respondents . This research run a test The results of the study that is indicative of that the variable service quality does not purchase bids for the bonds has had a significant effect of the decision of , while confidence in the indonesian economy variable has had a significant effect of the decision of a purchase with of the coefficient of determination as much as 0,529 which showed that 52,9 % a decision which was made online purchases in rocket chicken lumajang can be influenced by variables reaches as high as the quality of service and strong yes the faith while the rest would belong 47,1 % % a decision which was made online purchases in rocket chicken lumajang variabel-variabel influenced by the fact that it was not disclosed in the research that analyzed in terms of .Research on this topic can be acted upon using percent of the population , in the entire household sample , as well as different periods to view of the potential of research results that different from what is mentioned .against a hypothesis that said there were the impact of the quality of services and trust of the decision purchases in rocket chicken lumajang .Research methodology used is the method quantitative research to technique regression analysis linear multiple .

Keywords: service quality , trust , the decision to buy