

ABSTRACT

The research purpose to determine the effect of Service Quality (X_1), Price (X_2), and Consumer Behavior (X_3) on Purchase Decisions (Y) drugs at Okky Pharmacy Surabaya. The study population was all consumers of the Okky Pharmacy Surabaya, for sampling using the Sugiyono formula so that a sample of 86 respondents was obtained using accidental non-probability sampling techniques. Data was collected through questionnaires and analyzed using multiple linear regression. The results of the analysis found that partially the service quality variables, price variables and consumer behavior variables significantly influence purchasing decisions. While simultaneously obtained that the variables of service quality, price, and consumer behavior have a significant effect on purchasing decisions.

Keywords : *Service Quality, Price, Consumer Behavior, Purchasing Decision.*

ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh Kualitas Pelayanan (X_1), Harga (X_2), dan Perilaku Konsumen (X_3) terhadap Keputusan Pembelian (Y) obat di Apotek Okky Surabaya. Populasi penelitian adalah seluruh konsumen Apotek Okky Surabaya, untuk pengambilan sampel menggunakan rumus Sugiyono sehingga didapat sampel sebanyak 86 responden dengan menggunakan metode non probability sampling teknik aksidental. Data dikumpulkan melalui kuisioner serta menganalisa dengan menggunakan regresi linier berganda. Hasil analisis didapat bahwa secara parsial variabel kualitas pelayanan, variabel harga dan variabel perilaku konsumen berpengaruh secara signifikan terhadap keputusan pembelian. Sedangkan secara simultan didapat bahwa variabel kualitas pelayanan, harga, dan perilaku konsumen berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : Kualitas Pelayanan, Harga, Perilaku Konsumen, Keputusan Pembelian.