

ABSTRAK

Nasrul Pranata. 2024. Pengaruh Kualitas Pelayanan, Promosi, dan *Brand Image* Terhadap Keputusan Pembelian (Studi Kasus Konsumen Toko Maju Hardware Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan penelitian ini untuk memberikan bukti empiris mengenai kualitas pelayanan, promosi, dan *brand image* terhadap keputusan pembelian pada Toko Maju Hardware Madiun. Sumber data yang digunakan merupakan data primer, data yang diperoleh dari pengumpulan data menggunakan kuesioner dengan sampel 390 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan analisis *Structural Equation Model* (SEM) dengan bantuan *software SmartPLS (Partial Least Square)* Versi 4.0. Hasil dari penelitian ini kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian pada Toko Maju Hardware Madiun. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian pada Toko Maju Hardware Madiun. Brand image berpengaruh positif dan signifikan terhadap keputusan pembelian pada Toko Maju Hardware Madiun.

Kata kunci : Kualitas Pelayanan; Promosi; *Brand Image*; Keputusan Pembelian.

ABSTRACT

Nasrul Pranata. 2024. *The Influence of Service Quality, Promotion, and Brand Image on Purchasing Decisions (Case Study of Consumers of the Maju Hardware Store, Madiun City)*. Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Supervisor (II) Hendra Setiawan, S.E., M.M.

The aim of this study was to provide empirical evidence regarding the quality of service, promotion, and brand image towards purchasing decisions at the Maju Hardware Store in Madiun City. The data source used was primary data. Data obtained from data collection using a questionnaire with a sample of 390 respondents. The research method used was a quantitative approach using Structural Equation Model (SEM) analysis with the help of SmartPLS (Partial Least Square) Version 4.0 software. The results of this study indicate: service quality has a positive and significant effect towards purchasing decisions at the Maju Hardware Store in Madiun City. Promotion has a positive and significant effect towards purchasing decisions at the Maju Hardware Store in Madiun City. Brand image has a positive and significant effect towards purchasing decisions at the Maju Hardware Store in Madiun City.

Keywords: Service Quality, Promotion, Brand Image, Purchasing Decisions.