

ABSTRAK

Anisa Ratih Septiarini, 2024, Pengaruh, Harga, Variasi Produk, Kualitas Pelayanan, Kemudahan Pembayaran, dan Kenyamanan Terhadap Keputusan Pembelian Di Pasar Modern Hypermart Madiun.

Penelitian ini bertujuan untuk Untuk mengetahui Pengaruh Harga, Variasi Produk, Kualitas Pelayanan, Kemudahan Pembayaran Dan Kenyamanan Terhadap Keputusan Pembelian Di Pasar Modern Hypermart Madiun. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan sampel 384 responden Pengambilan data menggunakan kuesioner dengan teknik analisis data menggunakan software alat uji Statistical Package for the Social Sciences (SPSS) IMB versi 27. Hasil penelitian ini menunjukkan bahwa harga tidak berpengaruh signifikan terhadap keputusan pembelian, variasi produk berpengaruh signifikan terhadap keputusan pembelian, kualitas pelayanan berpengaruh signifikan terhadap keputusan pembelian, kemudahan pembayaran berpengaruh signifikan terhadap keputusan pembelian, kenyamanan tidak berpengaruh signifikan terhadap keputusan pembelian

Kata Kunci: Harga, Variasi Produk, Kualitas Pelayanan, Kemudahan Pembayaran, Kenyamanan, Keputusan Pembelian

ABSTRACT

Anisa Ratih Septiarini, 2024, Influence, Price, Product Variation, Service Quality, Ease of Payment, and Convenience on Purchasing Decisions at the Madiun Hypermart Modern Market.

This study aimed to determine the effect of price, product variation, service quality, ease of payment and convenience on purchasing decisions at the Hypermart Madiun Modern Market. The research method used was descriptive quantitative with a sample of 384 respondents. Data collection using a questionnaire with data analysis techniques using the Statistical Package for the Social Sciences (SPSS) IMB version 27 test tool software. The results of this study indicate that price does not significant effect towards purchasing decisions, product variation has a significant effect towards purchasing decisions, service quality has a significant effect towards purchasing decisions, ease of payment has a significant effect towards purchasing decisions. convenience does not have a significant effect towards purchasing decisions.

Keywords: *Price, Product Variation, Service Quality, Ease of Payment, Convenience, Purchasing Decisions.*