

ABSTRACT

This research aims to analyze the influence of service quality on consumer purchasing decisions at Bakso Margana Restaurant, Jalan Peta No 91 Bandung branch. there are problems with inappropriate purchasing decisions, so sales are low. Based on the results of respondents in the pre-survey at the beginning, purchasing decisions were influenced by service quality. To determine the influence of service quality on consumer purchasing decisions at the Bakso Margana Restaurant, Jalan Peta No. branch. 91 Bandung City.

This research uses quantitative methods with descriptive-causality research. Sampling was carried out using a non-probability sampling method with a total of 100 consumers as respondents. The data analysis techniques used are descriptive analysis and simple linear regression analysis. Meanwhile, for hypothesis testing, we use the partial test (t test) and the coefficient of determination test (R-Square).

The results of this research show that service quality is proven to have a significant influence on consumer purchasing decisions as evidenced by the Tangible dimension t value of 2.076 (tcount) > 1.98447 (ttable) with a significance value of 0.040 < 0.050. The partial test results on the Reliability dimension show a t value of 0.583 < 1.98447 with a significance value of 0.562 > 0.050. The test results on the Responsiveness dimension show a t-count value of 0.409 < 1.98447 with a significance value of 0.683 > 0.050. The partial test results on the Assurance dimension show a t-count value of 2.455 > 1.98447 with a significance value of 0.016 < 0.050. The partial test results on the Empathy dimension show a t-count value of 2.033 > 1.98447 with a significance value of 0.045 < 0.050. The influence of the service quality variable on the purchasing decision variable is 35.4% with the remaining 64.6% influenced by factors in other variables which were not measured in this research.

Keywords: *Service Quality, Purchasing Decisions, and consumers*