

ABSTRAK

Fandi Nurfadillah.2019. Analisis faktor-faktor kecenderungan minat beli konsumen pada jasa ES2NA di Kota Tasikmalaya. Skripsi, Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Wedding Organizer merupakan organisasi yang secara sistematis menyusun suatu acara pernikahan untuk kepentingan tertentu, agar tercipta keharmonisan di dalamnya. Dengan adanya *Wedding Organizer* dimana membantu pihak keluarga maupun pengantin yang tidak memiliki banyak waktu untuk mengurus sendiri acaranya dengan segala hal yang di idamkan dari mulai penyedia jasa pesta (vendor) yang di serahkan seluruhnya ada di *Wedding Organizer*.

Penelitian ini menggunakan deskriptif dan verifikatif dengan pendekatan studi kasus dimana populasi diambil dari konsumen ES2NA, dengan menggunakan teknik Non Probability Sampling dalam pengambilan sampel. Sampel yang dijadikan penelitian sebanyak 5 orang konsumen. Pengujian data melalui uji validitas dan reliabilitas, sedangkan pengolahan data dilakukan dengan analisis regresi linear berganda, koefisien korelasi, koefisien determinasi, pengujian hipotesis.

Berdasarkan pengujian analisis statistik diperoleh hasil harga memiliki keeratan hubungan yang kuat dengan keputusan pembelian. Hasil koefisien determinasi dan pengujian hipotesis secara persial menunjukkan bahwa harga berpengaruh secara signifikan terhadap variable keputusan pembelian. Berdasarkan pengujian analisis statistic diperoleh hasil kualitas pelayanan memiliki keeratan hubungan yang cukup kuat dengan keputusan pembelian. Hasil koefisien determinasi dan hasil uji hipotesis secara simultan menunjukkan bahwa terdapat pengaruh yang signifikan secara bersama-sama (simultan) dari harga dan kualitas pelayanan terhadap minat beli dan keputusan pembelian.

Kata Kunci: Minat Beli dan Keputusan Pembelian

ABSTRACT

Fandi Nurfadillah.2019. Analysis of the factors of consumers buying interest tendencies on ES2NA service in the city of Tasikmalaya. The Islamic Economics Study Program at the Faculty of Islam, Siliwangi University

Wedding Organizer is an organization that is systematically preparing a wedding for specific purposes, in order to create harmony in it. With the Wedding Organizer which helps families and bridal parties who do not have much time to take care of his own show with all things in the desire of the party began service propiders (vendors) who submitted a total of Wedding Organizer.

The purpose of this research is to know how to influence the price and quality of service on purchasing decisions either simultaneously or partially.

This research uses descriptive and verification method with a case study approach where the population is taken from consumers ES2NA, using the technique of Non-Probability Sampling in sampling. Samples taken as many as 5 people consumer research. Testing data through validity and reliability, while the data processing is done by multiple linear regression analysis, the correlation coefficient, coefficient of determination, hypothesis testing.

Based on statistical analysis of test results obtained closeness prices have a strong connection with the purchase decision. The coefficient of determination and partial hypothesis testing showed that prices significantly influence the purchase decision variables. Based on statistical analysis of test results obtained closeness of service quality has a strong enough relationship with purchasing decisions. The coefficient of determination and the results of simultaneous hypothesis test shows that there is significant influence together (simultaneously) on the price and Quality of Service on buying interest and purchasing decisions.

Keywords; Buying Interest and Purchase Decision