

ABSTRAK

Gita Putri Monika 2020. **Pengaruh *Brand Corporation* dan Kualitas Pelayanan Jasa Terhadap Proses Keputusan Pembelian Air Bersih PDAM Tirta Sukapura Kabupaten Tasikmalaya (Survei Pada Ibu-Ibu Rumah Tangga Pengguna PDAM di Perumahan Cintaraja Permai Desa Cikunir Kecamatan Singaparna).** Skripsi Pendidikan Ekonomi Fakultas Keguruan Dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya. Di bawah bimbingan Drs. H. Yoni Hermawan M.Pd dan Edi Fitriana Afriza,.S.Pd, M.M.

Fokus penelitian terkait dengan proses keputusan pembelian ibu-ibu rumah tangga selama musim kemarau dengan memilih menjadi pelanggan PDAM Tirta Sukapura Kabupaten Tasikmalaya. Penelitian menggunakan metode survei pendekatan deskriptif kuantitatif dengan populasi penelitian seluruh ibu-ibu rumah tangga pengguna PDAM di Perumahan Cintaraja Permai Singaparna yang berjumlah 150 responden. Sedangkan sampel penelitian menggunakan teknik sampel jenuh dengan mengambil seluruh jumlah dari populasi sebanyak 150 sampel yang mewakili anggota keluarga disetiap perumahan. Data diperoleh melalui penyebaran kuesioner dibantu dengan aplikasi SPSS 23. Berdasarkan hasil penelitian diperoleh kesimpulan bahwa: Pertama, *Brand Corporation* berpengaruh secara signifikan terhadap Proses Keputusan Pembelian air bersih. Kedua, Kualitas Pelayanan Jasa berpengaruh signifikan terhadap Proses Keputusan Pembelian air bersih. Ketiga, *Brand Corporation* dan Kualitas Pelayanan Jasa berpengaruh secara simultan terhadap proses Keputusan Pembelian air bersih dengan tingkat hubungan antar variabel sebesar 88%.

Kata Kunci : *Brand Corporation*, Kualitas Pelayanan Jasa, Keputusan Pembelian

Abstract

*Gita Putri Monika 2020. **The Influence of Brand Corporation and Service Quality on the Decision Process to Purchase Clean Water at PDAM Tirta Sukapura, Tasikmalaya Regency (Survey on Housewives Using PDAM in Cintaraja Permai Housing, Cikunir Village, Singaparna District)**. Thesis of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Drs. H. Yoni Hermawan M.Pd and Edi Fitriana Afriza, .S.Pd, M.M.*

The research focus is related to the purchasing decision process of housewives during the dry season by choosing to become customers of PDAM Tirta Sukapura, Tasikmalaya Regency. The study used a survey method with a descriptive quantitative approach with the study population of all the housewives who used PDAM in Cintaraja Permai Housing, Singapore, totaling 150 respondents. While the research sample used saturated sampling technique by taking the entire population of 150 samples representing family members in each housing. The data were obtained through distributing questionnaires assisted by the SPSS 23 application. Based on the results of the study, it was concluded that: First, the Brand Corporation has a significant effect on the Decision Process for purchasing clean water. Second, the quality of services has a significant effect on the clean water purchasing decision process. Third, Brand Corporation and Service Quality have a simultaneous effect on the process of purchasing decisions for clean water with a level of relationship between variables of 88%.

Keywords: Brand Corporation, Service Quality, Purchasing Decision