

RINGKASAN

Nur Ikhsan Putranto, 2013, The Influence of Service Marketing Mix Of Purchasing Decision (Survey on Villagers of Kabongan Kidul Subdistrict of Rembang District of Rembang, who ever Select Transportation Services of PO Nusantara route Cepu-Blora-Rembang-Jakarta), Dr Zainul Arifin, MS. and Sunarti, S. Sos, MAB., 149 pp. xvii

This research aims to know the influence in collectively and individually way between Service Marketing Mix (X) variables against The Purchasing Decision (Y). This type of research is eksplanatory research with accidental sampling technique, this research is designed to explain the causal relationships between variables of Service Marketing Mix (X) variables against The Purchasing Decision (Y). Services Marketing Mix in this study consisted of seven independent variables which is the Product of (X_1), Price (X_2), Promotion (X_3), Place (X_4), People (X_5), Processes (X_6), and Customer Service (X_7), while the dependent variable is The Structure of Purchasing Decision (Y_1). Data collection technique was a questionnaire that distributed to Villagers of Kabongan Kidul Subdistrict of Rembang District of Rembang, who ever Select Transportation Services of PO Nusantara route Cepu-Blora-Rembang-Jakarta, as many as 90 people respondents. Technique of data analysis used validity and reliability test; descriptive analysis; multiple linear regression analysis; and partial regression analysis

Based on the results of testing conducted by multiple linear regression analysis can be aware that independent variables are jointly composed of the Product of (X_1), Price (X_2), Promotion (X_3), Place (X_4), People (X_5), Process (X_6), and Customer Service (X_7), has a significant influence on The Structure of Selecting Decision (Y_1) to the value Adjusted R Square which amounted to 71,1%. Research results also showed that in Partial Test have a positive influence there is influence significant and not significant among independent variables of Service Marketing Mix (X) to The Structure of Purchasing Decision (Y_1). Variables that has significant influence to The Structure of Purchasing Decision (Y_1) are Price (X_2) as much as 95,4 %; Place (X_4) as much as 97,3 %; People (X_5) as much as 95,8 %; and Customer Services (X_7) as much as 98,9 %. While variables that have not significant influence to The Structure of Purchasing Decision (Y_1) are Product (X_1) as much as 54,1 %; Promotion (X_3) as much as 27,6 %;

and Process (X_6) as much as 71,3 %. Can be known that Customer Services variable (X_7) have dominant influence against The Structure of Purchasing Decision (Y_1) compared with other variables with the highest percentage is as much as 98,9 %. This means that on the Service Marketing Mix (X), Customer Services (X_7) variable is preferred by consumers. If the company wanted to keep and increase service quality, so can increase their Services Marketing Mix (X), especially Customer Service variables (X_7).

Keywords: Influence, Service Marketing Mix, and Purchasing Decision.

