

ABSTRAKSI

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas pelayanan, harga dan kesadaran merek terhadap keputusan pembelian jasa pengiriman JNE *Express* pada konsumen di Kabupaten Kebumen. Pengumpulan data dilakukan menggunakan kuesioner dengan skala likert 4. Populasi dalam penelitian ini adalah konsumen jasa pengiriman JNE *Express* di Banyumas. Sampel dalam penelitian ini sebanyak 100 responden dengan metode *purposive sampling*. Berdasarkan metode statistika dilakukan uji validitas, uji reliabilitas, uji asumsi klasik (uji multikolinearitas, uji heterokedastisitas dan uji normalitas), uji parsial, uji koefisien determinasi, analisis korelasi dengan bantuan program *Spss For Windows versi 23*. Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Kesadaran merek tidak berpengaruh positif dan signifikan terhadap keputusan pembelian. Dari hasil penelitian dapat diketahui bahwa kualitas pelayanan, harga dan kesadaran merek secara simultan (bersama-sama) berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan uji koefisien determinasi menunjukkan bahwa keputusan pembelian sangat di pengaruhi oleh kualitas pelayanan, harga dan kesadaran merek sebesar 36,5% sedangkan untuk sisanya sebesar 63,5% dipengaruhi oleh faktor lain.

Kata Kunci: Kualitas Pelayanan, Harga, Kesadaran Merek,
Keputusan Pembelian

ABSTRACT

This research was conducted to determine the effect of service quality, price, and brand awareness on purchasing decisions for JNE Express delivery services for consumers in Kebumen Regency. Data collection was carried out using a questionnaire with a Likert scale of 4. The population in this study were consumers of JNE Express delivery services in Banyumas. The sample in this study was 100 respondents, selected using a purposive sampling method. Based on statistical methods: validity test, reliability test, classic assumption test (multicollinearity test, heteroscedasticity test, and normality test), partial test, coefficient of determination test, and correlation analysis with the help of the SPSS for Windows version 23 program. The results of this study indicate that the service quality variabel has a positive and significant effect on purchasing decisions. Price has a positive and significant effect on purchasing decisions. Brand awareness has no positive and significant effect on purchasing decisions. From the research results, it can be seen that service quality, price, and brand awareness all have a positive and significant effect on purchasing decisions. Based on the coefficient of determination test, it shows that the purchase decision is strongly influenced by service quality, price, and brand awareness to the tune of 36,5%, while the remaining 63,5% is influenced by other factors.

**Keywords: Service Quality, Price, Brand Awareness,
Buying decision**