

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, HARGA  
DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN  
ELZATTA DI KOTA PADANG**

Puja Risma <sup>1</sup>, Irda, S.E., M.A <sup>1</sup>, Zeshasina Rosha S.E.,M.Si <sup>1</sup>

<sup>1</sup>Jurusan Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Bung Hatta

E-mail: [risma.puja@yahoo.com](mailto:risma.puja@yahoo.com); [irda1987@yahoo.com](mailto:irda1987@yahoo.com);  
[zeshasina.roscha@bunghatta.ac.id](mailto:zeshasina.roscha@bunghatta.ac.id)

**ABSTRAK**

Penelitian ini menguji hubungan antara pengaruh kualitas produk, kualitas pelayanan, harga dan promosi terhadap keputusan pembelian pelanggan Elzatta di Kota Padang. Populasi dalam penelitian ini adalah semua pelanggan Elzatta yang berada di Kota Padang dengan jumlah sampel sebanyak 100 orang, yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survei terhadap pelanggan Elzatta. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif terhadap keputusan pembelian, kualitas pelayanan berpengaruh positif terhadap keputusan pembelian, harga berpengaruh positif terhadap keputusan pembelian, sedangkan promosi tidak berpengaruh terhadap keputusan pembelian.

*Kata kunci :Kualitas Produk, Kualitas Pelayanan, Harga, Promosi , Keputusan pembelian*

***THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRICE AND PROMOTION ON THE DECISION OF PURCHASE OF ELZATTA CUSTOMERS IN PADANG CITY***

Puja Risma <sup>1</sup>, Irda, S.E., M.A <sup>1</sup>, Zeshasina Rosha S.E.,M.Si <sup>1</sup>  
Department of Management, Faculty of Economics and Business,  
Universitas Bung Hatta  
E-mail: [risma.puja@yahoo.com](mailto:risma.puja@yahoo.com); [irda1987@yahoo.com](mailto:irda1987@yahoo.com);  
[zeshasina.rosha@bunghatta.ac.id](mailto:zeshasina.rosha@bunghatta.ac.id)

***ABSTRACT***

*This study examines the relationship between the influence of product quality, service quality, price and promotion on purchasing decisions elzatta customers in the city of Padang. The population in this study were all elzatta customers in the city of Padang. With a sample size of 100 respondents selected using the Purposive Sampling technique. Primary data collection using a questionnaire and secondary data collection using a survey of elzatta customers. The results showed that product quality has a positive and significant effect on purchasing decisions, service quality has a positive effect on purchasing decisions, prices have a positive effect on purchasing decisions while promotion does not affect purchasing decisions..*

*Keywords: Product Quality, Service Quality, Price, Promotion, Purchasing Decisions*