

ABSTRAK

Studi ini dilakukan dengan maksud guna mengetahui apakah terdapat pengaruh antara Kualitas Layanan dan *Sales Promotion* terhadap Minat Beli pada Pelanggan Chugbog. Hal – hal yang berkaitan dengan teori pemasaran yang telah dipelajari sebelumnya khususnya yang berkaitan dengan kualitas layanan, *sales promotion*, dan minat pembelian menjadi focus peneliti untuk dikaji dan ditelaah supaya didapatkan hasil penelitian yang diharapkan. Studi ini memanfaatkan metode kuantitatif dengan sampel sejumlah 91 responden yang diambil melalui *simple random sampling*. Kuesioner, observasi, dan dokumentasi dimanfaatkan untuk mengumpulkan informasi yang dibutuhkan peneliti.

Berdasarkan hasil studi, diketahui bahwa Kualitas Layanan mempunyai pengaruh yang signifikan terhadap minat beli pelanggan Chugbog. Begitupun pada variabel *Sales Promotion*, factor tersebut juga memiliki pengaruh yang signifikan terhadap minat beli. Secara bersama-sama, kualitas layanan serta *sales promotion* berpengaruh signifikan terhadap minat beli pelanggan Chugbog.

Kata Kunci : Kualitas Layanan, *Sales Promotion*, Minat Beli

SUMMARY

This study was conducted with the intention of knowing whether there is an influence between Service Quality and Sales Promotion on Buying Interest in Chugbog Customers. Matters related to marketing theory that have been studied previously, especially those related to service quality, sales promotion, and purchase interest are the focus of researchers to be studied and examined in order to obtain the expected research results. This study utilizes quantitative methods with a sample of 91 respondents taken through simple random sampling. Questionnaires, observation, and documentation were utilized to collect the information needed by the researcher.

Based on the results of the study, it is known that Service Quality has a significant influence on the purchase intention of Chugbog customers. Likewise, in the Sales Promotion variable, this factor also has a significant influence on buying interest. Together, service quality and sales promotion have a significant influence on Chungbog customers' buying interest.

Keywords: Service Quality, Sales Promotion, Purchase Intention