ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, PROMOTION AND PRICE TOWARDS DECISION TO USE THE RELAXATION MASSAGE SERVICE AND BODY CARE IN HOUSE OF ROIDA (STUDY IN THE CITY OF SURABAYA)

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ABSTRACT

This research aims to know the influence of service quality, promotion and price towards the decision to buy the service of relaxation massage and body care in House of Roida in the city of Surabaya. The research type used is the explanatory research. The questionnaire result and interviews are the primary data in this research whereas the journals and references used by the researcher is the secondary data. The population in this research is taken from the number of customers that has came to and had a treatment at least twice in House of Roida from the beginning of its operation in June 2014 until the month of April 2015, which gives 101 people taken from a population of 424 people using the purposive sampling technique. The data analysis used in this research includes the validation and reliability test, Multiple Linear Regression, F-test, t-test, Coefficient correlation analysis, Determination Coefficient, Multicolinearity Test, Heterokedasticity test, Normality Test, Linearity Test. The analysis result shows that the variables of service quality, promotion and price has a positive and significant relationship with the buying decision variable. The hypothesis test is done using the F-test, which gives a F number of 17.728 with a significance of 0.000<0.05, which shows that the three independent variable that is being researched is proven to significantly and simultaneously influence the dependent variable of buying decision. Through the t-test, it can be observed that each variables of service quality, promotion and price has an influence towards the buying decision variable with a significant value <(α=0.05). Moreover, the significant value of promotion is 0.013, with the value being 0.028 for service quality and 0.023 for the price variable.

Keyword: service quality, promotion, massage service, customer