

# **Pengaruh Harga, Kualitas, Promosi Dan Pelayanan Terhadap Perilaku Konsumen Dalam Pembelian Kartu XI Bebas Di Kota Magelang**

**Marlina Kurnia**

Fakultas Ekonomi Universitas Muhammadiyah Magelang

Email: marlina\_kurnia@yahoo.co.id

## **ABSTRACT**

*Behavior of consumer is process passed by organization or someone in searching, using, evaluating, and throwing away service or product after consumed to fulfill requirement of him. In this time many companies which producing card of prabayar so that in concurrence to compete to fight over consumer and market. Research of this aim to know influence of price, quality of, promotion and service to behavior of consumer in purchasing of card of XL Free. Method intake of sampel is Accidental Sampling. Analyzer which used in this research is validity test and of reliabilitas, doubled linear regresi, test of F and test t. Examination result indicate that there are influence by simultan from free variable consisting of price ( $X_1$ ), quality of ( $X_2$ ), promotion ( $X_3$ ), and service ( $X_4$ ) to variable tied that is behavior of consumer (Y) that is F count/calculate > f value of is tables of ( 10.741 > 2.579). To test  $R^2$  with value of adjusted  $R^2$  0.57. The value have the meaning of that free variable (X) have influence equal to 57% to variable tied Behavior Of Consumer (Y). While the rest equal to 43% influenced by other variable. For the test of parsial ( test t) obtained result of that by parsial there are influence by selves from free variable to variable tied. This matter can be seen from result test obtained t start from price variable ( 3.526), quality ( 3.133), promotion ( 2.293), and service ( 3.103) all more than t tables of equal to 2.0141. For the examination of variable having an effect on most dominant that is price variable. Because owning value of Standardized Coefficients (Beta) the biggestness compared to other variable.*

*Keyword: price, quality, promotion, service, and behavior of Consumer.*

---

## **PENDAHULUAN**

---

Perilaku konsumen adalah proses yang dilalui oleh seseorang atau organisasi dalam mencari, menggunakan, mengevaluasi, dan membuang produk atau jasa setelah dikonsumsi untuk memenuhi kebutuhannya. Perilaku konsumen akan diperlihatkan dalam beberapa tahap yaitu tahap sebelum pembelian, pembelian dan setelah

pembelian. (Sofa,2008). Perusahaan yang memproduksi kartu prabayar sehingga perusahaan saling bersaing untuk merebut pasar dan konsumen. Setiap perusahaan selalu berusaha memperhatikan perilaku konsumen untuk mengetahui apa yang menjadi harapan konsumen yang bisa digunakan untuk memperbaiki produknya atau memproduksi produk yang baru. Perusahaan harus terus membandingkan harga, kualitas, promosi dan pelayanan suatu produk