

## **ABSTRACT**

**VIONA**

**03011170109**

### **THE INFLUENCE OF SERVICE QUALITY AND MARKETING STRATEGY TOWARDS CUSTOMER PURCHASE INTENTION AT PT. BANK MAYAPADA INTERNATIONAL, TBK.**

(xx+120 pages; 7 figures; 38 tables; 8 appendices)

This study aims to analyze quantitatively the effect of service quality and marketing strategy towards customer purchase intention. The object of this research is the customers of Bank Mayapada Medan-Pemuda branch.

Data collection in this study was carried out through second party sources as well as using questionnaires that were distributed to 97 sample members which were taken using accidental sampling method during February 2021 to March 2021. The data were processed using SPSS 25 software.

Based on the results of the analysis, the multiple linear regression coefficient of service quality is equal to 0.333, which means that if the service quality variable increases or decreases in a unit, then the customer purchase intention variable will also increase or decrease by 0.333 unit. On the other hand, the multiple linear regression coefficient of the marketing strategy variable is 0.472, in which if the marketing strategy variable increases or decreases in a unit, then the customer purchase intention variable will also increase or decrease by 0.472 unit. The results also show that the probability value of the T test and F test have the same significance result, which is 0.000. Therefore, service quality and

marketing strategy as independent variables simultaneously and partially affect customer purchase intentions as the dependent variable.

**Keywords:** Service Quality, Marketing Strategy, Customer Purchase Intention, Bank Mayapada

References: 53 (1990-2021)



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### **THE INFLUENCE OF SERVICE QUALITY AND MARKETING STRATEGY TOWARDS CUSTOMER PURCHASE INTENTION AT PT. BANK MAYAPADA INTERNATIONAL, TBK.**

(xx+120 halaman; 7 gambar; 38 tabel; 8 lampiran)

Penelitian ini bertujuan untuk menganalisis secara deskriptif kuantitatif pengaruh kualitas pelayanan dan strategi pemasaran terhadap minat beli pelanggan dengan objek penelitian adalah nasabah Bank Mayapada cabang Medan-Pemuda.

Pengumpulan data pada penelitian ini dilakukan melalui sumber pihak kedua serta menggunakan kuesioner yang dibagikan kepada 97 anggota sampel yang diambil menggunakan teknik sampling aksidental pada periode bulan Februari 2021 sampai Maret 2021. Data diolah menggunakan *software* SPSS 25.

Berdasarkan hasil analisis, koefisien regresi linier berganda pada kualitas pelayanan adalah 0.333, yang berarti jika variabel kualitas pelayanan meningkat atau berkurang dalam satuan unit, maka variabel minat beli pelanggan juga akan meningkat atau berkurang dalam 0.333 unit. Disisi lain, koefisien regresi linier berganda pada strategi pemasaran adalah 0.472, dimana jika variabel strategi pemasaran meningkat atau berkurang dalam satuan unit, maka variabel minat beli pelanggan juga akan meningkat atau berkurang dalam 0.472 unit. Hasil juga menunjukkan bahwa nilai probabilitas Uji T dan Uji F memiliki hasil signifikansi

yang sama, yaitu 0.000. Maka dari itu, kualitas pelayanan dan strategi pemasaran sebagai variabel independen secara bersama-sama dan secara parsial mempengaruhi niat beli pelanggan sebagai variabel dependen.

**Kata kunci: Kualitas Pelayanan, Strategi Pemasaran, Minat Beli Pelanggan, Bank Mayapada**

Referensi: 53 (1990-2021)

