

## ABSTRAK

# DAMPAK KUALITAS PELAYANAN, KETERSEDIAAN PRODUK, DAN DIGITAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN PADA MANADO BEAUTY SHOP

LEONARDO EDWARD THEJA ATMAJA

20242001

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Penelitian ini bertujuan untuk menganalisis dampak kualitas pelayanan, ketersediaan produk, dan *digital marketing* terhadap keputusan pembelian pada Manado Beauty Shop. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada 98 responden, yang merupakan konsumen Manado Beauty Shop. Teknik pengambilan sampel menggunakan rumus Slovin, dan data dianalisis dengan regresi linear berganda menggunakan IBM SPSS 27.

Hasil penelitian menunjukkan bahwa secara parsial, kualitas pelayanan tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Sebaliknya, ketersediaan produk dan *digital marketing* memiliki pengaruh signifikan secara parsial. Secara simultan, variabel kualitas pelayanan, ketersediaan produk, dan digital marketing berpengaruh signifikan terhadap keputusan pembelian di Manado Beauty Shop.

**Kata Kunci:** Kualitas Pelayanan, Ketersediaan Produk, Digital Marketing, Keputusan Pembelian, Manado Beauty Shop

## **ABSTRACT**

**DIGITAL MARKETING ON PURCHASE DECISIONS AT MANADO  
BEAUTY SHOP**

**THE IMPACT OF SERVICE QUALITY, PRODUCT AVAILABILITY, AND  
LEONARDO EDWARD THEJA ATMAJA**

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This study aimed to analyze the impact of service quality, product availability, and digital marketing on purchase decisions at Manado Beauty Shop. This study used a quantitative method with data collection through questionnaires distributed to 98 costumers of Manado Beauty Shop as respondents. The sampling technique used the Slovin formula, and the data were analyzed using multiple linear regression with IBM SPSS 27.

The results showed that partially, service quality did not have a significant impact on purchase decisions. On the other hand, product availability and digital marketing had a significant partial impact. Simultaneously, the variables of service quality, product availability, and digital marketing had a significant impact on purchase decisions at Manado Beauty Shop.

**Keywords:** Service Quality, Product Availability, Digital Marketing, Purchase Decision, Manado Beauty Shop

This translation has been checked and proven accurate.



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