

THE INFLUENCE OF RELATIONSHIP MARKETING, SERVICE QUALITY, AND DELIVERY OF GOODS ON PURCHASING DECISIONS IN BUKALAPAK MARKETPLACE

(A CASE STUDY OF AN ECONOMIC STUDENT AT THE ISLAMIC UNIVERSITY OF LAMONGAN)

MOHAMMAD YUDHA EKO SUSANTO PUTRA

NIM. 041910189

ABSTRACK

It should be realized that the development of information technology in Indonesia is growing rapidly. In almost all areas of life, technology plays an important role. This is because the presence of technology is considered capable of providing effectiveness and efficiency in solving a problem. Supported by the increasing number of internet users in Indonesia, which reached 143 million during 2017 according to the Association of Indonesian Internet Service Providers (APJII). E-commerce (online market) is one of the breakthroughs that can provide convenience for the people of Indonesia in making transactions.

This research uses quantitative research methods. This study aims to determine the effect of Relationship Marketing, Quality of Service, and Delivery of Goods on Purchase Decisions in the Bukalapak Marketplace in case studies of Lamongan Islamic University students and also to determine which variables have a more dominant influence.

Based on the SPSS test version 26 for Windows. From this formula $.Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ which results in $Y = 3.500 + 0.294 X_1 + 0.461 X_2 + 0.402 X_3 + e$. According to the results of the constant number above, it has a value of 3,500 (positive), which means that if Relationship (X1), Service Quality (X2), and Goods Delivery (X3) are ignored, then the value of Purchase Decision (Y) is 3,500. This means that if the company does not provide Relationship, Service Quality and Goods Delivery of 3,500, even though the value of X1, X2, and X3 to Y is worth 0 (Zero).

Keyword : Relationship Marketing, Quality of Service, Delivery of Goods, Purchase Decisions.

**PENGARUH *RELATIONSHIP MARKETING*, KUALITAS LAYANAN,
DAN PENGIRIMAN BARANG TERHADAP KEPUTUSAN PEMBELIAN
DI MARKETPLACE BUKALAPAK**

**(STUDI KASUS PADA MAHASISWA EKONOMI UNIVERSITAS ISLAM
LAMONGAN)**

MOHAMMAD YUDHA EKO SUSANTO PUTRA

NIM. 041910189

RINGKASAN

Perlu disadari bahwa perkembangan teknologi informasi di Indonesia berkembang dengan pesat. Hampir di semua bidang kehidupan teknologi menjadi peran penting. Hal ini dikarenakan kehadiran teknologi dianggap mampu memberikan efektivitas dan efisiensi dalam memecahkan sebuah masalah. Didukung dengan bertambahnya jumlah pengguna internet di Indonesia yang mencapai 143 juta selama tahun 2017 menurut Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). E-commerce (pasar online) merupakan salah satu terobosan yang mampu memberikan kemudahan bagi masyarakat Indonesia dalam melakukan transaksi. Penelitian ini menggunakan metode penelitian kuantitatif.

Penelitian ini bertujuan untuk mengetahui pengaruh Relationship Marketing, Kualitas Layanan, dan Pengiriman Barang terhadap Keputusan Pembelian di Marketplace Bukalapak studi kasus mahasiswa Universitas Islam Lamongan dan juga guna mengetahui variabel manakah yang berpengaruh lebih dominan.

Berdasarkan pengujian SPSS versi 26 for Windows Dari rumus ini $.Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ yang mana diperoleh hasil $Y = 3,500 + 0,294 X_1 + 0,461 X_2 + 0,402 X_3 + e$. Menurut hasil bilangan konstanta diatas memiliki nilai sebesar 3,500 (positif) yang berarti jika *Relationship* (X_1), Kualitas Layanan (X_2), dan Pengiriman Barang (X_3) diabaikan maka nilai Keputusan Pembelian (Y) adalah 3,500. Artinya jika Perusahaan tidak memberikan *Relationship*, Kualitas Layanan dan Pengiriman Barang sebesar 3,500, walaupun nilai X_1, X_2 , dan X_3 terhadap Y bernilai 0 (Nol).

Kata Kunci : Relationship Marketing, Kualitas Layanan, Pengiriman Barang, Keputusan Pembelian.