

ABSTRACT

Bariroh, Hikmatul, 2015. *Effects of Service Quality towards the Interest of Consumer Buying in Alfamart and Indomart Minimarket. Thesis, Department of Psychology, State Islamic University Maulana Malik Ibrahim, Malang.*

Supervisor: Dr.Retno Mangestuti, M.Si

Keywords: quality of service (reliability), responsiveness, assurance, empathy, tangible (physical products)), Interest of Consumer Buying.

Quality of service is all forms of services performed by a person or service providers optimally with all advantages in order to meet the needs and expectations of customers. Good and bad quality of service will have an impact on consumer buying interest. Because in buying have consumer evaluation. Consumers will be better or less good evaluate the services provided by the service providers. If the quality of service is not addressed it will be many consumers who will drop pilihanya on the product or any other company and this is very detrimental to the company.

This study aims to determine: (1) quality of service in Alfamart and Indomart (2) buying interest in Alfamart and Indomart (3) influence of quality of service to consumer to buy in Alfamart and Indomart (4) difference of service quality on consumer buying interest of Alfamart and Indomart.

This research uses quantitative method. The instrument is Questionnaires there are 32 items of quality of service there are 16 item of interest in buying. toward 60 consumers of Alfamart and 60 consumers of Indomaret. While the data analysis method used is assumption test, descriptive analysis, contrast test and regression analysis.

The results of the descriptive analysis showed that the variable quality of service (X) included in the high category, and have difference the Alfamart had 63,33% and at 51,67% for Indomart. In the variable (Y) interest to buy in the medium category, the Alfamart had 74% and at 79% for Indomart. Results determinant the regression coefficient of service quality F 4.840 with significance $0,030 < 0,05$ The results of have significant influence on buying interest (Y). This indicates that the service quality assurance (X3) who have significant influence on buying interest (Y) because the value of sig is $P < 0,05$. The results of the contrast test showed that the quality the significance of $0.043 < 0.05$. It means there is no significant and real difference between the service quality of Alfamart with Indomart. while on buying interest can significance $0.240 > 0.05$. thus, there is a real and significant difference between the buying interest to Alfamart and to Indomart.