

ABSTRACT

Hamтана, Sudi, 2013. Thesis. The title "Analysis effect of Layout Exhibition and Quality of Service to Purchasing Decisions of Products Laptop in Dieng Computer Square Malang".

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Keyword : Analysis of effect Layout Exhibition, Quality of Service, purchasing decisions.

Analysis effect of layout exhibition and quality of service to purchasing decisions explains that every exhibition stand has always layout strategies is closely related to the sales strategy, so then it can be expected that the exhibition layout and quality of the service will be able to attract the attention of producers and interest from prospective customers who ultimately stalled in the purchase decision. Layout strategy and service quality has role a very important that not infrequently the expert marketers stating the above is spearheading even lifeblood of any company. Because after all is not that the good layout and interesting even that impressed uniquely be able to attract the attention of potential consumers to see and enter the exhibition stand. However, as interesting as whatever it is if it is not coupled with good quality service and satisfactory to potential consumers, the early hopes to be seen as well as dikunjungipun will be minimal. Hence each exhibition is packaged in a unique and attractive always balanced with maximum service quality as well.

This research is qualitative-quantitative with the inferential approach in this case the researchers tested the hypothesis that builds upon the study of theory, and then perform data collection in the field by spreads questionnaires which derived from population or consumer exhibition stand at Dieng Computer Square by taking a sample using the formula Maholtra and testing the multiple linear regression analysis and test validity, reliability and test results drawn a conclusion. In this research, data processing using statistical parametik techniques.

Research results show that: simultaneously 4 variables from layout exhibits and quality of service together positive and significant impact on purchasing decisions, while the partial test showed that 1. *Selling space* significantly influence the purchase decision. 2. *Customer space* does not significantly influence the purchase decision. 3. Tangibless significantly influence the purchase decision. 4. followed by a variable *Responsiveness* is also positive and significant effect as well as being the most dominant variable on purchase decisions.