

Abstract. The influence of market trader service quality, which consist of the variables direct evidence, realibility, responsiveness, assurance and empathy, in very important to know how much influence it has on purchasing decisions at supermarkets. Diva can estimate how the community responds and improves the quality of services provided in the future. The sampling technique in this research uses the probability sampling method. Meanwhile the samples taken were obtained through questionnaires, observations and interviews. The service result have a significant influence on purchasing decisions.

Keywords:Discount, Promotion, Service quality and Purchase Decision.

Abstrak. Pengaruh kualitas pelayanan pedagang pasar yang terdiri dari variabel bukti langsung (Tangibles), kehandalan (reability), tanggapan (responsiveness), jaminan (assurance), dan perhatian (emphaty) sangat penting untuk mengetahui seberapa besar pengaruhnya terhadap keputusan pembelian pada Swalayan Diva dapat memperkirakan bagaimana respon masyarakat dan memperbaiki kualitas pelayanan yang diberikan di waktu yang akan datang. Teknik pengambilan sampel dalam penelitian ini menggunakan metode probability sampling. Sedangkan sampel yang diambil adalah diperoleh melalui angket, observasi dan wawancara. Dari hasil pelayanan berpengaruh secara signifikan terhadap keputusan pembelian.

Kata kunci: Diskon, Promosi, Kualitas Pelayanan, dan Keputusan Pembelian.