

ABSTRACT

Annisa Alqibrani / 1700861201058/ Faculty of Economics University Batanghari Jambi/ The Effect of Service Quality and Promotion on the Decision to Use Grooming Services at Diba Pet Shop Jambi/ 1st Advisor Akhmad Irwansyah S, SE, MM/2nd Riko Mappadeceng, SE, MM

The purpose of this study is to find out and analyze the quality of service, promotion and decision to use services at Diba Petshop and analyze the influence of service quality and promotion on the decision to use services at Diba Petshop..

This research includes the type of correlational research, using the research methods used is the survey method. The data retrieval technique with poll, the score obtained from the poll is then analyzed with a descriptive analysis that is poured in the form of percentages. Quantitative research is a study that works with numbers, whose data is tangible number (score or value, rank or frequency) analyzed using statistics to answer questions or hypotheses Research that is specific in nature and to make predictions that certain three affects other variables.

PT Diba pet shop is a company that belongs to a small and medium business and is engaged in the sale of equipment, equipment, pet food. Diba pet shop was established in 2012 addressed at Jl. A. Roni Sari Rt. 25 No. 91 Kel. Paallima Kec. Kota Baru Jambi. In addition to selling various foods and accessories, Diba pet shop also offers grooming services or known as an animal salon specifically for cats such as grooming, bathing, and nail trimming. Meanwhile, Diba pet shop gets sales goods from suppliers.

the average answer score of 385.8 means that the quality of employee service is rated as good. the average answer score of 353.7 means that member loyalty is still rated good. an average score of 330.2 means that consumers agree with every statement in the indicators of service use decisions. the quality of services and promotions was able to explain the decision to use services by 93.9% and the remaining 6.1% was explained by other factors that were not included in this research model.

The result of the comparison The quality of services and promotions have a positive and significant effect on the decision to use the services.