

ABSTRACT

This Research head for analyzing of effect from brand image, product quality, promotion and sales price on purchasing decision. Dimension of them were taken from various of sources. Sample was collected from respondents who shopped tissue Paseo with age range of 15 - > 46 years. Collected a total sample of 110 respondents.

The data was collected by the questionnaire filling. After that it was analyzed by the test of validity and reliability data, and then checked by the classical assumption and the core analysis by using Simple Linear Regression and Multiple regression.

The result of research indicated that variable of brand image, product quality, promotion and sales price have the impact for purchasing decision be share equally. From the test analysis of correlation dimension obtained results that dimension of price consciousness at the variable brand image have the strongest correlation with dimension selection of product on the purchasing decision. The dimension of conformance at the quality of product variable have the moderate correlation with the dimension selection of brand on the purchasing decision variable. And the brand image and promotion variable has the influence is not significant for purchasing decision variable. It means that "Tissue Paseo" is a brand of tissue that already known by the public.

Key Word : Brand Image, Product Quality, Promotion, Sales Price, Purchase Decision



ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh citra merek, kualitas produk, promosi dan harga penjualan terhadap keputusan pembelian.. Dimensi citra merek, kualitas produk, promosi, dan harga penjualan diambil dari berbagai sumber. Sampel dikumpulkan dari responden yang berbelanja Tisu Paseo di Carrefour ITC Cempaka Putih dengan rentang usia 15 – diatas 46 tahun. Total sampel yang terkumpul sebanyak 110 responden.

Pengumpulan data melalui pengisian kuesioner. Data yang terkumpul dianalisa menggunakan pengujian validitas & realibilitas data, selanjutnya dilakukan pengecekan dengan asumsi klasik dan Analisa inti dengan menggunakan regresi linier sederhana dan regresi berganda.

Hasil penelitian menunjukkan variabel citra merek, kualitas produk, promosi dan harga penjualan secara bersama-sama berpengaruh terhadap keputusan pembelian. Dari hasil uji analisis korelasi dimensi didapatkan hasil bahwa dimensi kesadaran harga pada variabel harga penjualan memiliki korelasi paling kuat terhadap dimensi pemilihan produk pada variabel keputusan pembelian. Dimensi *conformance* pada variabel kualitas produk memiliki korelasi sedang terhadap dimensi pemilihan merek pada variabel keputusan pembelian. Dan variabel citra merek dan promosi mempunyai pengaruh tidak signifikan terhadap variabel keputusan pembelian. Hal ini berarti bahwa tisu Paseo merupakan merek tisu yang sudah dikenal oleh masyarakat.

Kata Kunci : Citra Merek, Kualitas Prodak, Promosi, Harga Penjualan, Keputusan Pembelian.



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