

## **ABSTRACT**

*The purpose of research is to analyze the influence of brand image, price perception and product design who purchase decision of porcelain tableware of PT Indo Porcelain. Samples are collected from all visitors who come to some department stores in Jakarta, who purchase porcelain tableware products. The sampling selection was done by Accidental sampling. The total sample collected was 170 respondents.*

*Collection of data from the results of the questionnaire filling. The data collected were analyzed using validity and reliability test of data with the help of SPSS version 23 software. The results showed are Brand image variable, Price perception variable, and Product design variable have positive and significant effect to purchase decisions porcelain tableware of PT. Indo Porcelain. Brand image, price perception, and product design have simultaneously provide a positive and significant effect on purchase decisions porcelain tableware of PT. Indo Porcelain. The contribution Brand image, price perception, and product design to purchase order is 91%, and 9% contribution from the other variable.*

*Keywords : Brand image, Price perception, Product design, Purchase decisions.*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh citra merek, persepsi harga dan desain produk terhadap keputusan pembelian porselen *tableware* di PT. Indo Porcelain. Sampel dikumpulkan dari semua pengunjung yang datang ke beberapa departemen store di Jakarta yang membeli produk porselen *tableware*. Pemilihan sampling dilakukan dengan *Accidental* sampling. Total sampel yang terkumpul sebanyak 170 responden.

Pengumpulan data melalui pengisian kuisioner. Data yang terkumpul dianalisis menggunakan pengujian validitas dan reliabilitas data dengan bantuan *software* SPSS versi 23. Hasil penelitian menunjukkan Variabel citra merek, variabel persepsi harga, variabel desain produk memberikan pengaruh positif dan signifikan terhadap keputusan pembelian produk porselen *tableware* PT. Indo Porcelain. Citra merek, persepsi harga, dan desain produk secara simultan memberikan pengaruh yang positif dan signifikan terhadap keputusan pembelian produk porselen *tableware* PT. Indo Porcelain. Kontribusi Citra merek, persepsi harga, dan desain produk adalah 91% dan 9% kontribusi berasal dari variabel lain.

Kata Kunci : Citra Merek, Persepsi Harga, Desain Produk, Keputusan Pembelian.

