

ABSTRACT

This study aims to analyze the Influence of Price, Product Quality, and Brand Image On Purchase Decision Through Consumer Buy Interest In Refined Sugar Crystal Products (Case Study At PT Andalan Furnindo). The sampling method used is convenience sampling. This study involved 200 respondents to fill out the questionnaire. The method of analysis used in this research is Structural Equation Model (SEM) with Linear Structural Relationship (LISREL) software version 8.80. The result of the research shows that price have positive and significant effect to buying interest, price have positive and significant effect to purchasing decision, brand image have positive and significant effect to buying decision, buying interest have positive and significant effect to purchasing decision. However, brand image and product quality have no effect on buying interest in Refined Sugar Crystal products owned by PT Andalan Furnindo.

Keywords: Price, Product Quality, Brand Image, Buy Interest, Purchase Decision



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Harga, Kualitas Produk, dan Citra merek Terhadap Keputusan Pembelian Melalui Minat Beli Konsumen Pada Produk Gula Kristal Rafinasi (Studi Kasus Pada PT Andalan Furnindo). Metode sampling yang digunakan adalah *convenience sampling*. Penelitian ini melibatkan 200 responden untuk melakukan pengisian kuesioner. Metode analisis yang digunakan dalam penelitian ini adalah *Structural Equation Model (SEM)* dengan *software Linear Structural Relationship (LISREL)* versi 8.80. Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap minat beli, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun, citra merek dan kualitas produk tidak berpengaruh terhadap minat beli pada produk Gula Kristal Rafinasi milik PT Adalan Furnindo.

Kata kunci: Harga, Kualitas Produk, Citra merek, Minat Beli, Keputusan Pembelian



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