

## **ABSTRACT**

*This research aims to know the influence of brand image, price and after sales services on buying decision of Camfil air filter in PT. Lunto Prima Megah. The object for this research is customer who buy a component of sterile HVAC system which is air filter. This research was done to 65 respondents by using causal analysis method and quantitative approach. This research uses SEM (Structural Equation Modeling) technic analysis. The result of this research shows that brand image has negative and significant influence on buying decision of Camfil air filter in PT. Lunto Prima Megah with the t-value is -1.99 bigger than 1.96. Meanwhile price and after sales services have positive and significant influence on buying decision with each t-value are 2.3 and 2.59.*

*Keywords: Brand Image, Price, After Sales Services, Buying Decision, Camfil, Air Filter.*



## ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh citra merek, harga dan layanan purna jual terhadap keputusan pembelian filter udara merek Camfil di PT. Lunto Prima Megah. Objek penelitian ini adalah konsumen yang membeli filter udara sebagai komponen dalam sistem tata udara steril. Penelitian ini dilakukan terhadap 65 responden dengan menggunakan metode analisis kausal dan pendekatan kuantitatif. Pengolahan data penelitian menggunakan teknik analisis SEM (*Structural Equation Modeling*). Hasil penelitian ini menunjukkan bahwa variabel citra merek berpengaruh negatif dan signifikan terhadap keputusan pembelian filter udara merek Camfil di PT. Lunto Prima Megah, dengan dibuktikan *t-value* sebesar -1.99 lebih besar dari 1.96. Sedangkan variabel harga dan layanan purna jual berpengaruh positif dan signifikan terhadap keputusan pembelian dengan masing-masing *t-value* sebesar 2.30 dan 2.59.

Kata kunci: Citra Merek, Harga, Layanan Purna Jual, Keputusan Pembelian, Camfil, Filter Udara

