

ABSTRACT

This study aims to examine and analyze the influence of Consumers Perception, Price and Brand Image on Coca-cola Purchase Decision in Indonesia. (Case study on consumer of Coca-cola carbonated beverages sub district Kebon Jeruk, West Jakarta). Sampling technique in this research is Convenience Sampling. Respondents in this study as many as 160 respondents from Coca-cola consumers in subdistrict Kebon Jeruk, West Jakarta. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tool.

Result of research which have been got after doing testing of Structural Model/Hypothesis Test (Inner Model) indicate that variable of Consumers Perception, Price and Brand Image Satisfaction influence to Purchase Decision. Consumers Perception Variable have positive and significant effect to Purchase Decision with value of t-statistics $7,153 > 1,96$. Price Variable have positive and significant effect to Purchase Decision with t-statistic value $4,731 > 1,96$. Brand Image Satisfaction Variables have positive and significant effect on Purchase Decision with t-statistics $2,000 > 1,96$.

Keywords: Consumers Perception, Price, Brand Image, Purchase Decision, Structural Equation Model (SEM), Partial Least Square (PLS)



UNIVERSITAS
MERCU BUANA

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis Pengaruh Persepsi Konsumen, Harga dan Citra Merek Terhadap Keputusan Pembelian Minuman Berkarbonasi Merek Coca-cola di Indonesia. (Studi kasus pada konsumen minuman karbonasi Coca-cola di kecamatan Kebon Jeruk, Jakarta Barat). Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*. Responden dalam penelitian ini sebanyak 160 responden dari konsumen Coca-cola di kecamatan Kebon Jeruk, Jakarta Barat. Pendekatan yang digunakan pada penelitian ini adalah *Struktural Equation Model* (SEM) dengan alat analisis Smart-PLS.

Hasil penelitian yang telah didapatkan setelah melakukan pengujian Model Struktural/Uji Hipotesis (Inner Model) menunjukkan bahwa Persepsi Konsumen, Harga dan Citra Merek Terhadap Keputusan Pembelian. Variabel Persepsi Konsumen berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai t -statistik $7.153 > 1,96$. Variabel Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai t -statistik $4.731 > 1,96$. Variabel Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai t -statistik $2.000 > 1,96$.

Kata kunci : Persepsi Konsumen, Harga, Citra Merek, Keputusan Pembelian, *Struktural Equation Model* (SEM), *Partial Least Square*(PLS)

UNIVERSITAS
MERCU BUANA