

ABSTRACT

This study aims to analyze the effect of perceive price, product quality, brand image and after sales service on purchase decision and the implications on customer satisfaction of Asus smartphone. This research is descriptive-quantitative. Secondary data obtained through various journals, books and related information. Primary data were obtained using questionnaire distributed to Asus customers in Datascrip service center. Using incidental sampling technique, a total sample of 245 Asus customers were obtained. Path analysis as method of analysis. Various statistical tests such as validity, reliability, normality tests were employed. The results showed that the variabls of perceive price, product quality, brand image and after sales service partially and simultaneously had a significant and positive effect on purchase decision. Furthermore, only the variables of after sales service were found to have a direct effect on customer satisfaction. Purchase decision as an intervening variable has a significant effect on customer satisfaction. In order to increase purchasing decision, it is recommended that Asus pay attention to brand image by creating products that have attractive physical identities, in terms of packaging, color and design, and to create customer satisfaction should pay attention to facilities and infrastructure of service center as much as possible.

Keywords: perceive price, product quality, brand image, after sales service, purchase decision, customer satisfaction, path analysis



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, kualitas produk, citra merek dan layanan purna jual terhadap keputusan pembelian dan dampaknya terhadap kepuasan pelanggan *smartphone* Asus. Jenis penelitian ini adalah deskriptif kuantitatif. Data sekunder diperoleh melalui berbagai jurnal, buku dan informasi terkait. Data primer melalui kuesioner kepada pelanggan Asus di *Datascrip service center*. Pengambilan sampel menggunakan teknik *incidental sampling* dengan jumlah 245 pelanggan Asus. Metode analisis menggunakan analisis jalur dan berbagai tes statistik seperti validitas, reliabilitas dan normalitas. Hasil penelitian menunjukkan bahwa variabel persepsi harga, kualitas produk, citra merek dan layanan purna jual secara parsial dan simultan memiliki pengaruh yang signifikan dan positif terhadap keputusan pembelian. Selain itu, hanya variabel layanan purna jual yang ditemukan memiliki pengaruh signifikan terhadap kepuasan pelanggan. Variabel keputusan pembelian sebagai variabel *intervening* memiliki pengaruh yang signifikan terhadap kepuasan pelanggan. Untuk meningkatkan keputusan pembelian, disarankan agar Asus memperhatikan citra merek dengan membuat produk yang memiliki identitas fisik yang menarik, dalam hal kemasan, warna dan design, dan untuk menciptakan kepuasan pelanggan sebaiknya dilakukan dengan melengkapi sarana dan prasarana *service center* semaksimal mungkin.

Kata kunci: persepsi harga, kualitas produk, citra merek, layanan purna jual, keputusan pembelian, kepuasan pelanggan, analisis jalur.

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