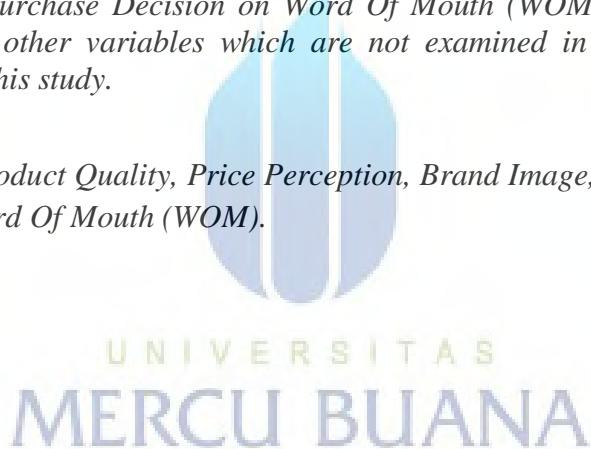


ABSTRACT

This study aims to see the effect of product influence, price perception and brand image on purchasing decisions, and the impact on word of mouth. The research was conducted on car free day activities. The population of this study were visitors to car free day activities. This research was conducted on 195 respondents using purposive sampling method. The data analysis method was carried out by using Partial Least Square (Smart-PLS) analysis. The results of this study indicate that price and image perceptions have a positive and significant effect on purchasing decisions, while product quality has a positive and insignificant effect on purchasing decisions. Product quality, price perception and purchase decisions have a positive and significant effect on word of mouth while image has a positive and insignificant effect on word of mouth. Product Quality, Price Perception and Brand Image on Purchasing Decisions 56.4%, while 49.7% is factualized by other variables not examined in this model. For the Word Of Mouth (WOM) variable that can be trusted by the variables in the model, namely Product Quality, Price Perception, Brand Image, and Purchase Decision on Word Of Mouth (WOM) 73.4%, while 26.6% is explained by other variables which are not examined in this model and are not explained in this study.

Keywords: *Product Quality, Price Perception, Brand Image, Purchase Decision and Word Of Mouth (WOM).*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, persepsi harga dan citra merek terhadap keputusan pembelian, serta dampaknya pada *word of mouth*. Penelitian ini dilakukan pada kegiatan *car free day*. Populasi penelitian ini adalah pengunjung kegiatan *car free day*. Penelitian ini dilakukan terhadap 195 orang responden dengan menggunakan metode sampling *purposive sampling*. Metode analisis data dilakukan dengan analisis *Partial Least Square (Smart-PLS)*. Hasil penelitian ini menunjukkan bahwa persepsi harga dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan kualitas produk berpengaruh positif dan tidak signifikan terhadap keputusan pembelian. Kualitas produk, persepsi harga dan keputusan pembelian berpengaruh positif dan signifikan terhadap *word of mouth* sedangkan citra merek berpengaruh positif dan tidak signifikan terhadap *word of mouth*. Kualitas Produk, Persepsi Harga dan Citra Merek terhadap Keputusan Pembelian 56,4%, sedangkan 49,7% dijelaskan oleh variabel lain yang tidak diteliti dalam model ini. Untuk variabel *Word Of Mouth* (WOM) yang dapat dijelaskan oleh variabel dalam model yaitu Kualitas Produk, Persepsi Harga, Citra Merek, dan Keputusan Pembelian terhadap *Word Of Mouth* (WOM) 73,4%, sedangkan 26,6% dijelaskan oleh variabel lain yang tidak diteliti dalam model ini dan tidak dijelaskan dalam penelitian ini.

Kata kunci: Kualitas Produk, Persepsi Harga, Citra Merek, Keputusan Pembelian dan *Word Of Mouth* (WOM).