

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, persepsi harga, dan penjualan personal terhadap citra merek dan implikasinya terhadap keputusan pelanggan. Sebivo sebagai terapi hepatitis b kronis diangkat sebagai studi kasus. Data yang digunakan adalah data primer dan data sekunder. Data sekunder diambil dari berbagai sumber seperti jurnal, buku, dan publikasi terkait lainnya. Data primer diperoleh dari responden dengan menggunakan kuesioner yang dibagikan kepada target responden. Menggunakan teknik *convenience sampling*, jumlah sampel diperoleh 64 responden. Penelitian ini menggunakan analisis jalur dua tahap yang terdiri atas: tahap pertama adalah pengaruh kualitas produk, persepsi harga, dan penjualan personal terhadap citra merek dan tahap yang kedua adalah kualitas produk, persepsi harga, dan penjualan personal terhadap citra merek dan implikasinya terhadap keputusan pelanggan. Hasil penelitian menunjukkan secara parsial dan simultan kualitas produk, persepsi harga, dan penjualan personal berpengaruh positif terhadap citra merek. Hasilnya juga ditemukan bahwa secara parsial dan simultan kualitas produk, persepsi harga, penjualan personal melalui citra merek berpengaruh positif terhadap keputusan pelanggan. Persepsi harga memberikan pengaruh yang dominan. Dengan demikian disarankan bahwa perusahaan perlu memberikan perhatian khusus dalam membuat strategi daya saing harga dalam rangka meningkatkan pengenalan kebutuhan pelanggan yang berdampak pada keputusan pelanggan.

Kata kunci: kualitas produk, harga, penjualan personal, citra merek, keputusan pelanggan

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ABSTRACT

This study aims to analyze the effect of product quality, perceived price, and personal selling on brand image and its implications on purchase decision. The Sebivo in therapy of chronic hepatitis b was taken as a case study. Both primary and secondary data were employed. Secondary data were taken from various sources such as journals, books and other related publication. Primary data were obtained from respondents using questionnaires which were distributed to the target respondents. Using a convenience sampling technique, a total sample of 64 respondents were obtained. A two-stage path analysis which consists of: the first stage is the effect of product quality, price, and personal selling on brand image, and the second one is product quality, price, and personal selling through brand image and its implication on the decision of customers. The results showed partially and simultaneously the quality of product, perceived price, and personal selling had a positive impact on brand image. It was also found that partially and simultaneously the quality of product, perceived price, personal selling, through brand image had a positive impact on purchase decision. Perceived price was found dominant. It is suggested that the company give concern especially in making the strategy of price competitiveness in order to improve the recognition of the customer's need which has impact on customer decision

Keywords: product quality, price, personal selling, brand image, customer decision

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