

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk Citra Merek dan Harga Terhadap Keputusan Pembelian Produk Nature Republic di Jakarta Barat. Metode yang digunakan dalam penelitian ini menggunakan metode pendekatan kuantitatif dengan menggunakan metode penelitian deskriptif dan metode penelitian kausal. Hasil pembagian kuesioner kepada para responden sebanyak 140 responden. Alat analisis yang digunakan dalam penelitian ini menggunakan Partial Least Square (PLS). Hasil penelitian yang dilakukan penulis dapat disimpulkan bahwa Evaluasi Measurement Model memenuhi persyaratan pengujian dan dinyatakan valid. Hasil pengujian Model Struktural seluruh konstruk dapat diterima reliabilitasnya. Berdasarkan hasil pengujian hipotesis dapat diketahui bahwa Kualitas Produk, Citra Merek dan Harga memiliki pengaruh positif terhadap Keputusan Pembelian Produk Nature Republic. Kualitas Produk, Citra Merek dan Harga memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian Produk. Peneliti menyarankan agar penelitian selanjutnya menambahkan variabel-variabel eksogen lainnya seperti label Halal, Promosi, dan lainnya. Penelitian selanjutnya diharapkan dapat menambah model penelitian menggunakan variabel mediasi ataupun variabel moderasi. Selanjutnya peneliti menyarankan kepada management Nature Republic untuk memperhatikan indikator dengan nilai terendah dalam penelitian ini.

Kata Kunci: Kualitas Produk, Citra Merek, Harga, Keputusan Pembelian



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ABSTRACT

This study aims to determine the effect of product quality, brand image and price on purchasing decisions for Nature Republic products in West Jakarta. The method used in this study uses a quantitative approach using descriptive research methods and causal research methods. The results of distributing questionnaires to respondents were 140 respondents. The analytical tool used in this study uses Partial Least Square (PLS). The results of the research conducted by the author can be concluded that the Evaluation of the Measurement Model meets the test requirements and is declared valid. The results of the Structural Model testing of all constructs are acceptable for reliability. Based on the results of hypothesis testing, it can be seen that Product Quality, Brand Image and Price have a positive influence on Product Purchase Decisions of Nature Republic. Product Quality, Brand Image and Price have a positive and significant influence on Product Purchase Decisions. Researchers suggest that further research adds other exogenous variables such as Halal labels, Promotions, and others. Future research is expected to add to the research model using mediating variables or moderating variables. Furthermore, the researchers suggested to Nature Republic management to pay attention to the indicator with the lowest score in this study.

Keyword: *Product Quality, Brand Image, Price, Purchase Desision*

