

ABSTRACT

This research is motivated by intense competition in the Indonesian automotive industry with the emergence of various new products in the commercial vehicle market in particular segments of medium duty trucks (MDT). This is feared to affect the sales of Hino Ranger who market leader in this segment compared to its competitors. The purpose of this research is to determine the effect of product quality, perceived price, after sales quality and brand image on purchasing decisions commercial vehicle Hino Ranger in Jabodetabek. This is a conclusive research in nature. The total population was 1395 persons who have purchase during year 2014. The sampling method used was conveniences sampling by Slovin techniques a total of 100 respondents were obtained. The respondents were the buyers of commercial vehicle Hino Ranger in Jabodetabek. A Structural Equation Modeling using AMOS 22 and SPSS was employed to analyze the data. The result showed that the variables of product quality, perceived price and after sales service quality are not influence on purchase decisions commercial vehicle Hino Ranger in Jabodetabek. In this research purchase decisions commercial vehicle Hino Ranger significantly influenced by brand image variables.

Keywords: Product Quality, Perceived Price, After Sales Quality, Brand Image, Purchase Decisions, Commercial Vehicle Hino Ranger



ABSTRAK

Penelitian ini dilatar belakangi oleh ketatnya persaingan industri otomotif di Indonesia dengan munculnya berbagai produk baru di pasar kendaraan niaga khususnya segmen *medium duty truck* (MDT). Hal ini dikhawatirkan akan berpengaruh terhadap penjualan Hino Ranger yang menguasai segmen ini dibandingkan para pesaingnya. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk, persepsi harga, kualitas layanan purna jual dan citra merk terhadap keputusan pembelian kendaraan niaga Hino Ranger di Jabodetabek. Peneliti menggunakan jenis desain penelitian konklusif dengan type penelitian kausal. Populasi dalam penelitian seluruh konsumen Hino Ranger yang melakukan pembelian selama tahun 2014 berjumlah 1395 konsumen. Teknik pengambilan sampel, menggunakan metode *convenience sampling* dengan rumus Slovin ditemukan 100 konsumen yang dijadikan responden. Data diolah menggunakan *software SEM (Structural Equation Modeling)* dengan program AMOS 22 dan SPSS. Dari hasil penelitian ini menunjukkan bahwa variable kualitas produk, persepsi harga, dan kualitas layanan purna jual tidak berpengaruh terhadap keputusan pembelian kendaraan niaga Hino Ranger di Jabodetabek. Dalam penelitian ini keputusan pembelian terhadap kendaraan niaga Hino Ranger secara signifikan dipengaruhi oleh variable citra merk.

Kata Kunci : Kualitas Produk, Persepsi Harga, Kualitas Layanan Purna Jual, Citra Merk, Keputusan Pembelian, Kendaraan Niaga Hino Ranger

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