

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Citra Merek, Kualialitas produk dan Persepsi Harga Terhadap Keunggulan Bersaing dan Minat Beli. Populasi dalam penelitian ini adalah Pengguna mobil BMW, Mahasiswa dan Masyarakat di wilayah jakarta. Metode penarikan sampel yang digunakan yaitu dengan mengambil Pengguna mobil BMW, Mahasiswa dan Masyarakat di wilayah jakarta. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian adalah kuisiner. Metode analisis data menggunakan *Structural Equation Model-Partial Least Square*. Penelitian ini membuktikan bahwa Keunggulan bersaing berpengaruh positif dan signifikan terhadap Minat beli. Citra merek berpengaruh positif dan signifikan terhadap Keunggulan bersaing. Kualitas produk berpengaruh positif dan signifikan terhadap Keunggulan bersaing. Persepsi harga berpengaruh positif dan signifikan terhadap Keunggulan bersaing. Citra merek berpengaruh positif dan signifikan terhadap Minat Beli. Kualitas produk berpengaruh positif dan signifikan terhadap Minat beli. Persepsi harga berpengaruh positif dan signifikan terhadap Minat beli

Kata kunci: Citra Merek, Kualitas Produk dan Persepsi Harga terhadap Keunggulan Bersaing dan Minat Beli



ABSTRACT

This study aims to analyze the effect of brand image, product quality and price perception on competitive advantage and buying interest. The population in were BMW car users, students and communities in the Jakarta area. The sampling method used was saturated sample by taking BMW car users, students and communities in the Jakarta area. The data collection method used survey method, with the research instrument was a questionnaire. Methods of data analysis using the Structural Equation Model-Partial Least Square. This study proves that competitive advantage has a positive and significant effect on purchase intention. Brand image has a positive and significant effect on competitive advantage. Product quality has a positive and significant effect on competitive advantage. Price perception has a positive and significant effect on competitive advantage. Brand image has a positive and significant effect on Purchase Interest. Product quality has a positive and significant effect on purchase intention. Price perception has a positive and significant effect on purchase intention.

Keywords: Brand Image, Product Quality and Price Perception of Competitive Advantage and Purchase Intention.

