

ABSTRAK

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh kualitas produk, citra merek dan harga terhadap keputusan pembelian motor Honda PCX di AHHAS Prima Motor Kuningan. Metode Penelitian yang digunakan yaitu metode analisis kausal. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah berbelanja motor Honda PCX di AHHAS Prima Motor Kuningan dengan jumlah sampel sebanyak 170 responden. Teknik pengambilan sampel yang digunakan yaitu *purposive sampling*. Adapun teknik pengumpulan data dilakukan menggunakan hasil penyebaran kuesioner, dan olah data dilakukan dengan bantuan aplikasi SmartPLS. Hasil penelitian ini mendapati bahwa kualitas produk, citra merek dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

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



ABSTRACT

The purpose of this study was to determine the effect of product quality, brand image and price on purchasing decisions for Honda PCX motorbikes at AHHAS Prima Motor Kuningan. The research method used is the method of causal analysis. The population used in this study were consumers who had shopped for Honda PCX motorbikes at AHHAS Prima Motor Kuningan with a total sample of 170 respondents. The sampling technique used is purposive sampling. The data collection technique was carried out using the results of distributing questionnaires, and data processing was carried out with the help of the SmartPLS application. The results of this study found that product quality, brand image and price had a positive and significant effect on purchasing decisions.

Keywords: Purchase Decision, Product Quality, Brand Image, Price

