

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh hubungan Kualitas Produk, Harga dan Citra Merek terhadap Keputusan Pembelian. Populasi dalam penelitian ini adalah konsumen *Dealer* Murni Subaja Mas Bintara. Metode Penelitian ini dilakukan dengan analisis jalur dengan menggunakan *software* SPSS (*Statistical Package for the Social Sciences*) versi 26. Sampel yang diambil sebanyak 100 responden dengan metode *Purposive Sampling*. Hasil penelitian membuktikan bahwa secara uji, Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian di *Dealer* Murni Subaja Mas Bintara. Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian di *Dealer* Murni Subaja Mas Bintara. Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian di *Dealer* Murni Subaja Mas Bintara.

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



ABSTRACT

This study aims to determine the effect of the relationship between Product Quality, Price and Brand Image on Purchasing Decisions. The population in this research is Subaja Mas Bintara Pure Dealer consumers. Methods This research was conducted by path analysis using SPSS (Statistical Package for the Social Sciences) software version 26. Samples were taken of 100 respondents using the Purposive Sampling method. The results of the study prove that by test, Product Quality has a positive and significant effect on Purchasing Decisions at Pure Subaja Mas Bintara Dealers. Prices have a positive and significant effect on purchasing decisions at Pure Subaja Mas Bintara dealers. Brand Image has a positive and significant effect on Purchasing Decisions at Pure Subaja Mas Bintara Dealers.

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

