

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh hubungan Citra Merek, Persepsi Harga, Kualitas Produk terhadap Keputusan Pembelian. Metode Penelitian ini dilakukan dengan analisis jalur dengan memakai software Partial Least Square (Smart-PLS) versi 3.0 dengan populasi konsumen mobil Toyota Avanza di Showroom Hutama Mobil Sakti Bekasi, diambil sebanyak 100 responden dengan metode purposive sampling. Hasil Penelitian membuktikan bahwa Citra merek berpengaruh positif terhadap Keputusan pembelian, Persepsi Harga berpengaruh positif dan signifikan terhadap Keputusan pembelian, Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan pembelian

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



ABSTRACT

This study aims to determine the effect of the relationship Brand Image, Perceived Price, Product Quality on Purchasing Decisions. Methods This research was conducted by path analysis using Partial Least Square (Smart-PLS) software version 3.0 with a population of Toyota Avanza car consumers at the Showroom Hutama Mobil Sakti Bekasi, 100 respondents were taken using a purposive sampling method. Research results prove that brand image has a positive effect on purchasing decisions, promotion has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions

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

