

ABSTRAK

AGUNG SUPRIYADI PRASTYO, Pengaruh Kualitas Produk, Harga Dan Citra Merek terhadap Keputusan Pembelian Softener So Klin di Wilayah Perumnas 1, Tangerang. (Dibimbing oleh Endang Ruswanti).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Produk, Harga dan Citra Merek terhadap Keputusan Pembelian Softener So Klin di Wilayah Perumnas 1, Tangerang. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 165 responden yakni seluruh orang yang pernah membeli dan menggunakan Softener So Klin. Penentuan sampel dengan teknik *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian Softener So Klin (b) Harga berpengaruh positif terhadap Keputusan Pembelian Softener So Klin (c) Citra Merek berpengaruh positif terhadap Keputusan Pembelian Softener So Klin (d) Kualitas Produk, Harga dan Citra Merek berpengaruh positif secara simultan terhadap Keputusan Pembelian Softener So Klin di Wilayah Perumnas 1, Tangerang.

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

ABSTRACT

AGUNG SUPRIYADI PRASTYO, The Influence Of Product Quality, Price And Brand Image Of Purchasing Decision Softener So Klin in Perumnas Region 1, Tangerang. (Supervised by Endang Ruswanti).

This study aims to determine how much influence Product Quality, Price and Brand Image of Softener So Klin Purchase Decision in Perumnas Area 1, Tangerang. Data analysis technique using Multiple Linear Regression Analysis. Samples taken as many as 165 respondents ie all people who ever buy and use Softener So Klin. Determination of sample with technique of non probability sampling.

Based on the result of the research, it can be concluded that (a) Product Quality positively influence to Softener So Klin Purchase Decision (b) Price has positive influence to Softener So Klin Purchase Decision (c) Brand Image has positive effect to Softener So Klin Purchase Decision (d) Product Quality, Price and Brand Image have positive influence simultaneously on Purchasing Softener So Klin Decision in Perumnas Area 1, Tangerang.

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