

ABSTRAK

Judul : Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Frestea Green (Studi Kasus di Wilayah Slipi, Jakarta Barat)
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Program Studi : Manajemen

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian Frestea Green Tea di Wilayah Slipi, Jakarta Barat. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 150 responden yakni seluruh orang yang pernah membeli dan mengonsumsi Frestea Green Tea. Penentuan sampel dengan teknik Purposive Sampling. Hasil penelitian dapat disimpulkan bahwa Citra Merek berpengaruh positif terhadap Keputusan Pembelian Frestea Green, Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian Frestea Green, Harga berpengaruh positif terhadap Keputusan Pembelian Frestea Green, Citra Merek, Kualitas Produk dan Harga berpengaruh positif secara simultan terhadap Keputusan Pembelian Frestea Green

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

ABSTRACT

Title : *Effect of Brand Image, Product Quality and Price on Purchasing Decisions of Frestea Green in Slipi Region, West Jakarta.*
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This study aims to determine how much influence the Brand Image, Product Quality and Price on the Purchase Decision of Frestea Green Tea in Slipi Region, West Jakarta. The data analysis technique uses Multiple Linear Regression Analysis. The samples taken were 150 respondents, all of whom had bought and consumed Frestea Green Tea. Determination of samples with Purposive Sampling techniques Based on the results of the study it can be concluded that Brand Image has a positive effect on Green Frestea Purchase Decisions, Product Quality has a positive effect on Frestea Green Purchase Decision, Price has a positive effect on Green Frestea Purchase Decisions, Brand Image, Product Quality and Price have a positive effect simultaneously on the Decision to Purchase Frestea Green

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