

ABSTRACT

Nuning Triyanti. Analysis of Effects of Product Quality and Price Purchase Decision Against Brand Image On Acer Laptop Buyer and User (guided by Mr. Hasyim Achmad).

This study aims to determine the effect of product quality and price on purchase decisions through brand image as an intervening variable in the buyers and users of Acer laptops. The variables studied were the quality of the product, price, brand image and purchase decisions, to determine the direct effect of product quality, price, and brand image on purchase decisions, and indirectly influence the product quality and price on purchase decisions through brand image.

The population in this study is the overall buyers and users of Acer laptops in the city of Tangerang whose number is not known for certain. While the study sample was 100 respondents with quota sampling method. The sampling method used was purposive sampling technique. The method of data analysis used in this study is Path Analysis.

The results showed that the quality of the product to the brand image has a significant value of 0.000 (<0.05), the price of the brand image has a significant value of 0.014 (<0.05), the quality of the product on purchasing decisions have a significant value of 0.000 (<0.05), the price of the purchase decision has significant value 0.243 (> 0.05), brand image on purchase decisions have significant value 0.000 (<0.05). So the only price that does not have a significant influence on purchasing decisions. Meanwhile Brand image is an intervening variable or mediating influence between product quality and price.

Keywords: quality of product, price, brand image, purchase decision.