

## **ABSTRAK**

**REZA ERDWANSYAH. Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian melalui Citra Merek Printer HP Deskjet ( dibimbing oleh Jatmiko )**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap citra merek, untuk mengetahui pengaruh harga terhadap citra merek, untuk mengetahui pengaruh kualitas produk terhadap keputusan pembelian, untuk mengetahui pengaruh harga terhadap keputusan pembelian, untuk mengetahui pengaruh citra merek terhadap keputusan pembelian dan untuk mengetahui pengaruh kualitas produk dan harga terhadap keputusan pembelian melalui citra merek.

Metode analisis yang digunakan dalam penelitian ini adalah Path Analysis. Responden dalam penelitian ini berjumlah 100 responden yang merupakan mahasiswa/ mahasiswi Fakultas Ekonomi Angkatan 2011-2013 di Universitas Esa Unggul.

Hasil Penelitian ini menunjukkan bahwa terdapat pengaruh kualitas produk terhadap citra merek, tidak terdapat pengaruh harga terhadap citra merek, terdapat pengaruh kualitas produk terhadap keputusan pembelian, tidak terdapat pengaruh harga terhadap keputusan pembelian, terdapat pengaruh citra merek terhadap keputusan pembelian, dan terdapat pengaruh kualitas produk dan harga terhadap keputusan pembelian tanpa melalui citra merek sebagai variabel intervening.

Kata Kunci : kualitas produk, harga, citra merek dan keputusan pembelian.

## ABSTRACT

**REZA ERDWANSYAH. *The influence of Product Quality and Price to Purchase Decision through Brand Image on HP Deskjet Printer.*(Supervised by Jatmiko)**

*This research has six objectives. First, to analyze the influence of Product Quality to Brand Image, to analyze the influence of Price to Brand Image, to analyze the influence of Product Quality to Purchase Decision, to analyze the influence of Price to Purchase Decision, to analyze the influence of Brand Image to Purchase Decision. And the last, to analyze the relationship for the whole model, between HP Deskjet's Product Quality and Price to Purchase Decision through Brand Image.*

*To meet those objectives above, survey using questionnaire as the tools has been conducted and the data has collected from 100 Esa Unggul University Economic students on class 2011-2013. And those data are calculated using Path Analysis as the statistics method for this study.*

*The result of this research, shows that Product Quality influenced significantly and positively to Brand Image, Price not significantly influenced to Brand Image, Product Quality influenced significantly to Purchase Decision, Price not significantly influenced to Purchase Decision, Brand Image influenced significantly to Purchase Decision, And the last is for the whole model, there were a significant influence between Product Quality and Price to Purchase Decision without through Brand Image as an Intervening Variable.*

*Keywords : Product Quality. Price, Brand Image, Puchase Decision.*