

ABSTRAK

MUHARAM ROZAK, Pengaruh Citra Merek, Harga dan Kualitas Produk terhadap Keputusan Pembelian televisi LED SHARP di Wilayah Jakarta Barat. Dibimbing oleh Rojuaniah.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh dari Citra Merek, Harga dan Kualitas Produk terhadap Keputusan Pembelian televisi LED SHARP di Wilayah Jakarta Barat. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 150 responden yakni konsumen yang membeli dan menggunakan televisi LED SHARP. Penentuan sampel dengan teknik *Puposive Sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Citra Merek berpengaruh positif terhadap Keputusan Pembelian televisi LED SHARP, (b) Harga berpengaruh positif terhadap Keputusan Pembelian televisi LED SHARP, dan (c) Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian televisi LED SHARP, (d) Citra Merek, Harga dan Kualitas Produk berpengaruh positif secara simultan terhadap Keputusan Pembelian televisi LED SHARP di Wilayah Jakarta Barat.

Penelitian ini merekomendasikan bahwa PT.SHARP Electronics Indonesia harus tetap menjaga citra yang baik dimata konsumen, agar salah satu perusahaan yang memulai perjalanan panjangnya sejak tahun 1969 ini tidak kehilangan kepercayaan dari para konsumen setianya. Harga pun adalah salah satu elemen penting yang diperhatikan oleh perusahaan multinasional ini, agar masyarakat dapat membeli produk televisi khususnya dengan harga yang terjangkau. Sebagai salah satu perusahaan terbesar di Indonesia, SHARP sangat memperhatikan kualitas setiap produk yang dibuatnya, sehingga perusahaan ini dapat bersaing dengan para kompetitornya yang juga memiliki hasil produk yang tidak kalah kualitasnya.

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

ABSTRACT

Muharam Rozak, Influence of Brand Image, Price and Product Quality to Purchase Decision of television LED SHARP in West Jakarta. Supervised by Rojuaniah.

The purpose at this research is to determine how much the influence of the, Brand Image, Price and Quality Product of the product television LED SHARP to the Buying Decision in West Jakarta. Data analysis techniques using linear regression analysis. A sample of 150 respondent was taken that consumer who use television LED SHARP. Sampling with purposive techniques.

Based on result of the research, it can be concluded that (a) Brand Image has positive impact on Buying Decision of television LED SHARP in West Jakarta (b) Price has positive impact on Buying Decision of television LED SHARP in West Jakarta (c) Quality Product has positive impact on Buying Decision of television LED SHARP in West Jakarta (d) Simultaneous the Brand Image, Price, and Quality Product has positive impact on Buying Decision of television LED SHARP in West Jakarta.

This research recomend that PT. SHARP Electronics Indonesia should keep the good brand image for consumer, in order that the one of this business which was start the long way since 1969 not missing the believe from the consumer. The price also become an important elemen that have carefully from this multynational business in order that netizen may purchase this product television. Especially with the cheap price as the one big business in Indonesia. SHARP so very intents the quality for every product that it made by, so this business can competitive with competitors wich also has the good quality.

Key Word : Brand Image, Price, Quality Product and Buying Decision.