

ABSTRAK

Nopi Alpianti. Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian melalui Citra Merek (Studi Kasus: Bengkel Resmi Sepeda Motor Honda Beat di Wilayah Jakarta Utara). (Dibimbing oleh Eka Bertuah). Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian melalui Citra Merek konsumen sepeda motor Honda Beat di Wilayah Jakarta Utara. Kualitas Produk dan Harga menjadi variabel Independen, Citra Merek menjadi variabel Intervening sedangkan Keputusan Pembelian menjadi variabel dependen. Metode analisis dalam penelitian ini menggunakan Analisis Path. Alat ukur yang digunakan adalah Uji Validitas, Uji Reliabilitas dan Path. Jumlah sampel dalam penelitian ini sebanyak 110 responden yang merupakan Konsumen Sepeda Motor Honda Beat di wilayah Jakarta Utara. Hasil ini menunjukkan adanya pengaruh Kualitas Produk terhadap Citra Merek, Harga terhadap Citra Merek, Kualitas Produk terhadap Keputusan Pembelian, Harga terhadap Keputusan Pembelian, dan adanya pengaruh secara tidak langsung Kualitas Produk terhadap Keputusan Pembelian melalui Citra Merek, Selanjutnya pengaruh Harga terhadap Keputusan Pembelian melalui Citra Merek sebagai variabel Intervening. Citra Merek tidak memiliki kekuatan yang besar sebagai variabel intervening.

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

ABSTRACT

Nopi Alpianti. *Effect of Product Quality and Price to Purchase Decisionby Brand (Case Study: Official Workshop Motorcycles Honda Beat in North Jakarta area). (Guided by the auspicious Eka Bertuah). This study aims to determine the effect of product quality and price of the purchase decision through consumer brand image Honda Beat motorcycle in North Jakarta area. Product Quality and Price became independent variables, Brand became an intervening variable, while the dependent variable purchase decision. The method of analysis in this study using Path Analysis. Measuring instrument used is Test Validity Test, Reliability and Path. The number of samples in this study were 110 respondents who are Consumers Motorcycles Honda Beat in North Jakarta. The method of analysis in this study using Path Analysis. Measuring instrument used is Test Validity Test, Reliability and Path. The number of samples in this study were 110 respondents who are Consumers Motorcycles Honda Beat in North Jakarta. This result shows the influence of Quality pruduk to brand image, price on brand image, product quality to the purchase decision, price of the purchase decision, and the effect of indirectly Quality Products to the purchase decision through brand image, then the effect of price on purchase decision through Citra brand as an intervening variable. Brand image does not have great power as an intervening variable.*

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