

ABSTRAK

Ranti Sugiarti, Pengaruh Harga, Kualitas Produk, dan Citra Merek Terhadap keputusan Pembelian Hand & body Lotion Nivea diwilayah Kebon Jeruk Jakarta Barat. (dibimbing oleh Jatmiko)

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh dari Harga, Kualitas Produk, dan Citra Merek terhadap Keputusan Pembelian *Hand & body lotion* Nivea diwilayah Kebon Jeruk Jakarta Barat. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel diambil sebanyak 170 responden yakni konsumen yang membeli dan memakai *hand & body lotion* Nivea. Penentuan sampel dengan teknik *Purposive Sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Harga berpengaruh positif terhadap Keputusan Pembelian (b) Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian *hand & body lotion* Nivea (c) Citra Merek berpengaruh positif terhadap Keputusan Pembelian *hand & body lotion* Nivea (d) Harga, Kualitas Produk, dan Citra Merek berpengaruh positif secara simultan terhadap Keputusan Pembelian *hand & body lotion* Nivea diwilayah Kebon Jeruk Jakarta Barat. Penelitian ini merekomendasikan bahwa PT. Beiersdorf Indonesia harus tetap menjaga citra merek yang baik dimata konsumen, agar tidak kehilangan kepercayaan dari para konsumen setianya. PT. Beiersdorf Indonesia sangat memperhatikan kualitas setiap produk yang terjangkau agar tetap diminati oleh para konsumen.

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

ABSTRACT

Ranti Sugiarti, Price Influence, Product Quality, and Brand Image Against Purchasing Decision of Hand & Body Lotion Nivea in West Jakarta Kebon Jeruk area (Supervised by Jatmiko)

This study aims to find out how much influence of Price, Product Quality, and Brand Image of Purchase Decision Nivea Hand & body lotion in Kebon Jeruk area, West Jakarta. Data analysis technique using Multiple Linear Regression Analysis. Samples were taken as many as 170 respondents ie consumers who buy and use hand & body lotion Nivea. Determination of sample with technique of Purposive Sampling. Based on the result of the research, it can be concluded that (a) Price has positive effect on Purchasing Decision (b) Product Quality positively influence to Purchase decision of Nivea hand & body lotion (b) Product Quality positively influence to Purchase decision of Nivea hand & body lotion (c) Brand Image Have positive effect on Decision of Purchase of Nivea hand & body lotion (d) Price, Product Quality, and Brand Image have positive influence simultaneously to Purchase Decision of Nivea hand & body lotion in West Jakarta Kebon Jeruk area.

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