

ABSTRAK

Nadiyah Mudrikah, Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap keputusan Pembelian Lulur Shinzu'i Body Scrub di wilayah Jakarta Barat. dibimbing oleh Rojuaniah.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh dari Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian Lulur Shinzu'i *Body Scrub* di wilayah Jakarta Barat. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel diambil sebanyak 150 responden yakni konsumen yang membeli dan memakai Lulur Shinzu'i *Body Scrub*. Penentuan sampel dengan teknik *Purposive Sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa, (a) Citra Merek berpengaruh positif terhadap Keputusan Pembelian lulur shinzu'i *body scrub*. (b) Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian lulur shinzu'i *body scrub*. (c) Harga berpengaruh positif terhadap Keputusan Pembelian lulur shinzu'i *body scrub*. (d) Citra Merek, Kualitas Produk dan Harga berpengaruh positif secara simultan terhadap Keputusan Pembelian lulur shinzu'i *body scrub* di wilayah Jakarta Barat.

Penelitian ini merekomendasikan bahwa PT. Bina Karya Prima, Tbk harus tetap menjaga kualitas produk yang baik dimata konsumen, agar tidak kehilangan kepercayaan dari para konsumen setianya. PT. Bina Karya Prima sangat memperhatikan kualitas setiap produk yang terjangkau agar tetap diminati oleh para konsumen.

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

ABSTRACT

Nadiyah Mudrikah, the Influence of Brand Image, Product Quality, and Price on the decision of Purchasing shinzui Body Scrub in West Jakarta area. Supervised by Rojuaniah.

This study aims to determine how much influence of the Brand Image, Product Quality and Price on the Purchase Order Lulur Shinzu'i Body Scrub in the area of West Jakarta. Data analysis technique using Multiple Linear Regression Analysis. Samples were taken as many as 150 respondents ie consumers who buy and use Lulur Shinzu'i Body Scrub. Determination of sample with technique of Purposive Sampling.

Based on the results of the study can be concluded that, (a) Brand Image have positive effect on Purchase Decision shinzui body scrub. (b) Product Quality positively affects Purchase Decision of shinzui body scrub. (c) Price has a positive effect on Purchase Decision of shinzui body scrub. (d) Brand image, product quality and price have a positive influence simultaneously to shinzui body scrub decision in West Jakarta area.

This research recommends that PT.Bina Karya Prima, Tbk must maintain good product quality in the eyes of consumers, so as not to lose the trust of its loyal customers. PT.Bina Karya Prima is very concerned about the quality of every affordable product in order to remain in demand by consumers.

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