

## ABSTRAK

*Novia Nurul Ainy, Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Bedak Wajah Merek Viva Studi Kasus di Wilayah Kunciran, Tangerang. (dibimbing oleh Lia Amalia)*

Penelitian ini bertujuan untuk mengetahui ada tidaknya Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Bedak Wajah Merek Viva di Wilayah Kunciran, Tangerang. Teknik analisis data menggunakan analisis regresi linier berganda. Sampel yang diambil sebanyak 100 responden yaitu konsumen yang membeli dan menggunakan bedak wajah merek Viva. Penentuan Sampel dengan teknik *purposive sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa Citra Merek tidak berpengaruh positif terhadap Keputusan Pembelian Produk Bedak Wajah Merek Viva di Wilayah Kunciran, Tangerang. Harga berpengaruh positif terhadap Keputusan Pembelian Produk Bedak Wajah Merek Viva di Wilayah Kunciran, Tangerang. Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian Produk Bedak Wajah Merek Viva di Wilayah Kunciran, Tangerang. Variabel yang paling dominan berpengaruh adalah Harga terhadap Keputusan Pembelian Produk Bedak Wajah Merek Viva di Wilayah Kunciran, Tangerang.

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

## ABSTRACT

*Novia Nurul Ainy, The Influence Of Brand Image, Price and Quality Of Product On The Decision Of Purchasing Product Powder Brand Viva Face Case Study in Kunciran Region, Tangerang. (Supervised by Lia Amalia)*

*This study aims to determine whether there is Influence of Brand Image, Price and Product Quality Against Purchase Decision Product of Viva Brand Face Powder in Kunciran Region, Tangerang. Data analysis technique using multiple linear regression analysis. Samples taken as many as 100 respondents are consumers who buy and use face powder Viva brand. Sample determination by purposive sampling technique.*

*Based on the results of the study can be concluded that Brand Image does not positively affect the Decision to Purchase Viva Brand Face Powder Products in Kunciran Region, Tangerang. Price has a positive effect on Purchasing Decision of Viva Brand Facial Powder Product in Kunciran Region, Tangerang. Product Quality positively affects the Purchasing Decision of Product Viva Brand Face Powder in Kunciran Region, Tangerang. The most dominant variable is Price to Decision of Purchase of Viva Brand Face Powder Product in Kunciran Region, Tangerang.*

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