

ABSTRAK

Penelitian ini bertujuan menguji pengaruh kualitas produk, citra merek dan persepsi harga terhadap keputusan pembelian sim card Telkomsel. Penelitian ini dilakukan di Kabupaten Grobogan melalui kuesioner dengan kriteria tertentu yaitu masyarakat yang pernah membeli dan menggunakan sim card Telkomsel. Metode pengambilan sampel dilakukan menggunakan teknik *purposive sampling* dengan total sampel sebanyak 96 orang. Pengujian antar variabel dilakukan dengan uji validitas, uji reliabilitas, uji normalitas, uji f, uji koefisien determinasi, dan uji t. Hasil penelitian menunjukkan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

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

ABSTRACT

This study aims to examine the effect of product quality, brand image, and price perception on Telkomsel sim card purchasing decisions. This research was conducted in Grobogan Regency through a questionnaire with certain criteria, namely people who have bought and used a Telkomsel sim card. The sampling method was carried out using purposive sampling technique with a total sample of 96 people. Tests between variables were carried out with validity test, reliability test, normality test, f test, coefficient of determination test, and t test. The results showed that product quality has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and price perceptions have a positive and significant effect on purchasing decisions.

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