

ABSTRAK

Penelitian ini di buat untuk meneliti tiga variabel bebas yaitu kualitas produk, citra merek, persepsi harga terhadap variabel terikat yaitu keputusan pembelian kaos ARGHINSPIRE di Kota Semarang. Penelitian ini menggunakan data primer, uji validita, uji reliabilitas, uji F, uji determinasi, uji T, dan analisis regresi linier berganda sebagai penentu data. Hasil yang di peroleh dari penelitian ini yaitu variabel kualitas produk berpengaruh positif tidak signifikan terhadap keputusan pembelian, variabel citra merek berpengaruh positif signifikan terhadap keputusan pembelian, dan variabel persepsi harga berpengaruh negative tidak signifikan terhadap keputusan pembelian.

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

ABSTRACT

This reseach was made to examine three independent variables, name product quality, brand image, price perception of the dependent variables, namely the decision to purchase ARGHINSPIRE t-shirt in the city of Semarang. This study uses primary data, validity test, reliability test, F test, determination test, T test, and multiple linier regression analysis as determinants of data. The results obtained from this study are that the product quality variable has a positively insignificant effect on purchasing decisions, the brand image variable has a positive significant effect on purchasing decision, and the price perception variable has a negative insignificant effect on purchasing decision.

Keyword : Produck Quality, Brand Image, Price Perception, Buying Decision.