

ABSTRAK

PENGARUH KUALITAS PRODUK, CITRA MEREK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA KONSUMEN KOPI LAIN HATI LAMPER KOTA SEMARANG)

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Penelitian ini menguji pengaruh kualitas produk, citra merek, dan persepsi harga terhadap keputusan pembelian. Penelitian ini dilakukan di Kopi Lain Hati Lamper Semarang. Responden dengan menggunakan teknik pengambilan sampel *Non Random Sampling*. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reabilitas. Analisis data dalam penelitian ini menggunakan analisis regresi linier berganda yang bertujuan untuk menguji variabel kualitas produk, citra merek, dan persepsi harga terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh, citra merek, dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Kualitas produk, Citra merek, Persepsi Harga, Keputusan Pembelian.

ABSTRACT

EFFECT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE PERCEPTION OF PURCHASING DECISIONS (STUDY ON CONSUMERS OTHER COFFEE HATI LAMPER, SEMARANG CITY)

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This research determines differences in product quality, brand image, and price perception of purchasing decisions. This research was carried out in another Kopi Lamper Heart Semarang. Respondents using non-random sampling techniques. The technique of data collection uses a questionnaire that has been tested for validity and reliability. Data analysis in this study uses multiple linear regression analysis which aims to test the variables of product quality, brand image, and price perception of purchasing decisions. The results showed that product quality had an effect, brand image, and price perception had a positive and significant effect on purchasing decisions.

Keywords: Product quality, Brand image, Price perception, Purchasing Decision.