

ABSTRAK
PENGARUH KUALITAS PRODUK, PERSEPSI HARGA, DAN CITRA
MEREK TERHADAP PROSES KEPUTUSAN PEMBELIAN
(Studi pada konsumen di kota semarang)

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Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas produk, citra merek dan persepsi harga terhadap proses keputusan pembelian di PT. Mandalatama Armada Motor Semarang. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik sampel *nonprobability sampling* dengan jumlah responden sebanyak 100 orang. Metode pengumpulan pada penelitian ini menggunakan kuesiner yang mana responden menjawab sesuai dengan skala lingkert melalui daftar pernyataan yang disebarakan

Berdasarkan Hasil penelitian ini menunjukkan bahwa variabel kualitas produk, Citra merek dan persepsi harga berpengaruh signifikan terhadap proses keputusan pembelian di PT Mandalatama Armada Motor Semarang. 1) kualitas produk secara parsial berpengaruh signifikan proses keputusan pembelian. 2) citra merek secara parsial berprngaruh signifikan terhadap proses keputusan pembelian. 3) persepsi harga secara parsial berpengaruh signifikan terhadap proses keputusan pembelian.

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

ABSTRACT

EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION AND BRAND IMAGE ON PURCHASE DECISION PROCESS

(Study on consumers in the city of Semarang)

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The experiment purpose is analyzing the corelation between product quality, brand recognition, and people pricing perception on buying decision at PT. Mandalatama Motor Semaramg. The sampling technique used in this study was nonprobability sampling technique with a total of 100 respondents. . The research method in this study uses a questionnaire in which the respondent answers according to the environmental scale through a list of statements that are distributed

Based on the results of this study indicate that the product quality variable. Brand image and price perception together have a significant effect on the purchasing decision process at PT Mandalatama Armada Motor Semarang. 1) product quality partially has a significant effect on the purchasing decision process. 2) brand image partially has a significant effect on the purchasing decision process. 3) perceived price partially has a significant effect on the purchasing decision process.

Keywords: Product quality, Price Perception, Brand Image and Purchasing Decision Process.