

ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh citra merek, persepsi harga, dan promosi terhadap variabel keputusan nasabah. Sampel berjumlah 100 responden dan tanggapan pertanyaan menggunakan skala likert 1-5. Uji instrumen dengan uji reliabilitas dan validitas, sedangkan uji model berlandaskan pada koefisien determinasi dan uji F. Penelitian ini menerapkan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa keseluruhan variabel yakni citra merek, persepsi harga, dan promosi berpengaruh positif dan signifikan terhadap keputusan nasabah.

Kata Kunci: Citra Merek, Persepsi Harga, Promosi, Keputusan Nasabah

ABSTRACT

This research was conducted to test the impact of brand image, price perception, and promotion on customer decision variables. The sample with of respondents is 100 and the answer to the instrument uses a Likert scale of 1-5. The instrument test was based on the reliability and validity test, while the model test was based on the coefficient of determination and F test. This study used multiple linear regression analysis. The results showed that all variables, brand image, price perception, and promotion has positive and significant impact on customer decisions.

Keywords: Brand Image, Price Perception, Promotion, Customer's Decision.