

INTISARI

Penelitian ini untuk menganalisis Pengaruh Citra Merek, Kualitas Persepsian, Persepsi Harga Terhadap Keputusan Pembelian Mobil Merek Datsun GO+ di Yogyakarta. Objek pada penelitian ini yaitu Mobil Merek Datsun GO+ dan subjek pada penelitian ini yaitu konsumen Mobil Merek Datsun GO+ di Yogyakarta. Penelitian ini menggunakan sampel sebanyak 100 responden yang dipilih dengan metode purposive sampling. Alat analisis yang digunakan adalah Regresi Linier Berganda dengan menggunakan Uji t, Uji F, dan Uji Determinasi.

Berdasarkan hasil penelitian yang dilakukan diperoleh bahwa secara simultan variabel Citra Merek, Kualitas Persepsian, Persepsi Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan secara parsial menunjukkan bahwa Citra Merek tidak berpengaruh signifikan terhadap keputusan pembelian, Kualitas Persepsian berpengaruh positif dan signifikan terhadap keputusan pembelian, Persepsi Harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Citra Merek, Kualitas Persepsian, Persepsi Harga, Keputusan Pembelian

ABSTRACT

This study was to analyze The Influence of Brand Image, Perceived Quality, Perceived Price on the Decision to Purchase the Car Brand Datsun GO+ in Yogyakarta . The object in this research is the Car Brand Datsun GO + and subjects in this research that consumers Car Brand Datsun GO + in Yogyakarta. This study used a sample of 100 respondents were selected by purposive sampling method. The analytical tool used is Multiple Linear Regression using t test, F test, and the test of determination.

Based on the results of research conducted simultaneously acquired that brand image variables, perceived quality, perceived price of positive and significant impact on purchasing decisions. While partially shows that the brand image does not significantly influence the purchasing decision, perceived quality and significant positive effect on purchasing decisions, Perception Prices positive and significant impact on purchasing decisions.

Keywords: Brand Image, Perceived Quality, Perceived Price, Purchase Decision