INTISARI

Penelitian ini untuk menganalisis Pengaruh Citra Merek, Kualitas Persepsian, Persepai Harga Terhadap Keputusan Pembelian *smartphone* Apple iPhone di Cilacap. Objek pada penelitian ini yaitu *smartphone* Apple iPhone dan subjek pada penelitian ini yaitu konsumen *smartphone* Apple iPhone di Cilacap. 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 berpengruh positif dan signifikan terhadap keputusan pembelian. Sedangkan secara parsial menunjukan bahwa Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian, Kualitas Persepsian berpengaruh positif dan signifikan terhadap keputusan pembelian, Persepsi Harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

ABSTRACT

This study was to analyze The Influence of Brand Image, Perceived Quality, Perceived Price on the Decision to Purchase smartphone Apple iPhone in Cilacap. The object in this research is the smartphone Apple iPhone and subjects in this research that consumers smartphone Apple iPhone in Cilacap. This study used 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.

The finding of the research shows that simultaneosly brand image variables, perceived quality, perceived price have positive and significant impact on purchasing decisions. While partially shows that the brand image has a positive and significantly influence on purchasing decision, perceived quality has a positive and significant effect on purchasing decisions, while Perceived Prices has a positive and significant impact on purchasing decisions.

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