

INTISARI

Penelitian ini ditujukan untuk mengetahui bukti empiris mengenai pengaruh citra merek dan kualitas persepsian terhadap keputusan pembelian. Selain itu untuk mengetahui pengaruh citra merek dan kualitas persepsian terhadap keputusan pembelian secara simultan.

Penelitian ini dilakukan pada konsumen produk Eiger di Kota Yogyakarta. Jumlah sampel pada penelitian ini 100 responden. Teknik pengambilan sampel yang digunakan adalah *convenience sampling* dimana sampel diambil dengan cara mendatangi responden secara langsung dan memilih secara kebetulan namun memiliki karakteristik tertentu yaitu responden yang pernah membeli produk Eiger. Metode pengumpulan data menggunakan kuesioner yang disebar kepada responden konsumen produk Eiger yang ada di kota Yogyakarta terkait variabel citra merek, kualitas persepsian dan keputusan pembelian.

Berdasarkan hasil uji T variabel citra merek dan kualitas persepsian memiliki pengaruh yang signifikan terhadap keputusan pembelian. Sedangkan berdasarkan hasil uji F menunjukkan bahwa variabel citra merek dan kualitas persepsian berpengaruh secara simultan terhadap keputusan pembelian produk Eiger di Kota Yogyakarta.

Kata kunci : citra merek, kualitas persepsian dan keputusan pembelian.

ABSTRACT

This study aimed to determine the empirical evidence on the effect of brand image and perceived quality on the purchasing decision. In addition to knowing the effect of brand image and perceived quality on purchase decisions simultaneously.

Research was conducted on consumer products Eiger in the city of Yogyakarta. The number of samples in this study were 100 respondents. The sampling technique used was convenience sampling where samples were taken by approaching the respondents directly and choose by chance but has certain characteristics that respondents who have bought the product Eiger. Methods of data collection used questionnaires distributed to respondents Eiger consumer products in the city of Yogyakarta related variables of brand image, perceived quality and purchase decisions.

Based on the T test results variable brand image and perceived quality has a significant influence on purchasing decisions. While based on the F test results showed that the variable quality of the brand image and perceived influence simultaneously on product purchasing decisions Eiger in the city of Yogyakarta.

Keywords: brand image, perceived quality and purchase decisions