

INTISARI

Penelitian ini bertujuan menganalisis pengaruh citra merek, persepsi harga dan kualitas produk terhadap keputusan pembelian *Yi Action Camera*. Subyek dalam penelitian adalah konsumen yang berdomisili di Yogyakarta yang pernah membeli dan menggunakan *Yi Action Camera*. Data penelitian diperoleh melalui penyebaran kuesioner kepada 100 responden. Analisis data dilakukan dengan menggunakan regresi liner berganda.

Hasil pengujian yang dilakukan menunjukkan citra merek, persepsi harga, dan kualitas produk secara simultan berpengaruh signifikan terhadap keputusan pembelian *Yi Action Camera*. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *Yi Action Camera*. Persepsi harga berpengaruh negatif dan signifikan terhadap keputusan pembelian *Yi Action Camera*. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *Yi Action Camera*.

Kata kunci: citra merek, persepsi harga, kualitas produk, keputusan pembelian.

ABSTRACT

This research aims to analyze the influence of brand image, price perception, and quality product toward buying decision of Yi Action Camera. The subject of the research is the consumers who are domiciled at Yogyakarta who had already bought and used Yi Action Camera. The data collecting technique by distributing questionnaire to 100 respondents. The data analysis used in this research is multiple linear regression.

The result showed that brand image, price perception and quality product simultaneously have significant influence toward buying decision of Yi Action Camera. These two variables are brand image and quality product gave positive and significant influence toward buying decision of Yi Action Camera. While the price perception gave negative and significant influence toward buying decision of Yi Action Camera.

Key Words: brand image, price perception, quality product, buying decision