

## INTISARI

Penelitian ini bertujuan menganalisis pengaruh citra merek, persepsi harga, dan persepsi kualitas produk terhadap keputusan pembelian pada konsumen Kaos Dagadu di Yogyakarta. Objek dalam penelitian ini adalah kaos Dagadu di Yogyakarta. Subjek penelitian adalah wisatawan yang membeli produk kaos Dagadu di Yogyakarta. Data penelitian diperoleh melalui penyebaran kuesioner kepada 100 orang konsumen kaos Dagadu di Yogyakarta. Analisis data dilakukan dengan menggunakan regresi linier berganda setelah sebelumnya dilakukan uji validitas dan reliabilitas kuesioner.

Hasil pengujian yang dilakukan menunjukkan citra merek, persepsi harga, dan persepsi kualitas secara simultan berpengaruh signifikan terhadap keputusan pembelian pembelian kaos Dagadu di Yogyakarta. Citra merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pembelian kaos Dagadu di Yogyakarta. Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian pembelian kaos Dagadu di Yogyakarta. Persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian pembelian kaos Dagadu di Yogyakarta.

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

## ABSTRACT

*This study aims to analyze the effect of brand image, price perception, and product quality perception on purchasing decisions on consumers of Dagadu T-shirts in Yogyakarta. The object of this research is the Dagadu T-shirt in Yogyakarta. The research subjects were tourists who bought Dagadu T-shirt products in Yogyakarta. The research were obtained through distributing questionnaires to 100 consumers of Dagadu T-shirts in Yogyakarta. The analysis was performed using multiple linear regression after previously being tested the validity and reliability of the questionnaire.*

*The results of tests carried out show brand image, price perception, and quality perception simultaneously have a significant effect on the purchasing decision of purchasing Dagadu T-shirts in Yogyakarta. Brand image has a positive and significant influence on the purchasing decision of purchasing Dagadu T-shirts in Yogyakarta. Price perception has a positive and significant effect on the purchase decision to purchase Dagadu T-shirts in Yogyakarta. Perception of quality has a positive and significant influence on the purchase decision to purchase Dagadu T-shirts in Yogyakarta.*

**Keywords:** *brand image, price perception, product quality perception, consumer purchasing decisions.*