ABSTRACT

The implications of the Brand Name, Sales Promotion, Perceived Quality, Perceived Value and Image of the Company on Online Purchasing Decision

(studies on students who use Pomade Murray’s in University of Lampung)

By

DIMAS ELDI ROSI

The aim of this study was to determine the effect of Brand Name, Sales Promotion, Perceived Quality, Perceived Value and Corporate Image on Online Purchasing Decision. Inferential statistical analysis of this study using multiple linear regression. The result of this study are partially contained significant influence between Brand Name and Sales Promotion toward Online Purchasing Decisions while Perceived Quality, Perceived Value and Corporate Image partially no significant effect toward Online Purchasing Decision on students who use Pomade Murray's in the University of Lampung. Simultaneous hypothesis testing results show that there was significant influence between Implications of Brand Name, Sales Promotion, Perceived Quality, Perceived Value and Corporate Image toward Online purchasing Decision. The company must better understand consumer behavior in order to further improve the quality, and corporate image to purchase online.

Keyword: Brand Name, Sales Promotion, Percieved Quality, Percieved Value, Corporate Image, Online Purchasing Decision.