

ABSTRAK

PENGARUH HARGA DAN IKLAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI CITRA MEREK PRODUK *MS GLOW* (SURVEI PADA SISWI SMK NEGERI 1 SEKAMPUNG KABUPATEN LAMPUNG TIMUR)

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Penelitian ini mengkaji tentang pengaruh harga dan iklan terhadap keputusan pembelian melalui citra merek produk *MS Glow* (survei pada siswi SMK Negeri 1 Sekampung Kabupaten Lampung Timur). Penelitian ini termasuk dalam *explanatory research* dengan pendekatan kuantitatif dengan teknik analisis menggunakan analisis jalur. Data didapatkan menggunakan instrumen berupa angket yang telah teruji validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa harga dan iklan melalui citra merek produk *MS Glow* berpengaruh terhadap keputusan pembelian, hal ini menunjukkan bahwa keputusan pembelian produk *MS Glow* dipengaruhi oleh harga, iklan melalui citra merek produk *MS Glow*.

Kata kunci : Harga, Iklan, Citra Merek dan Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRICE AND ADVERTISING ON PURCHASE DECISIONS THROUGH THE BRAND IMAGE OF MS GLOW PRODUCTS

(SURVEY ON STUDENTS OF STATE VOCATIONAL SCHOOL 1 IN THE VILLAGE OF EAST LAMPUNG DISTRICT)

By

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This study examines the effect of price and advertising on purchasing decisions through the brand image of the MS Glow product (a survey of female students at SMK Negeri 1 Sekampung, East Lampung Regency). This research is included in explanatory research with a quantitative approach with analysis techniques using path analysis. Data was obtained using an instrument in the form of a questionnaire that has been tested for its validity and reliability. The results showed that price and advertising through the brand image of MS Glow products had an effect on purchasing decisions. This indicated that purchasing decisions for MS Glow products were influenced by price, advertising through the brand image of MS Glow products.

Keywords: Price, Advertising, Brand Image and Purchase Decision