

ABSTRAK

PENGARUH *BRAND POSITIONING*, CITRA MEREK, HARGA TERHADAP KEPUTUSAN PEMBELIAN SALON JHONNY ANDREAN DI BANDAR LAMPUNG

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Tujuan penelitian ini adalah untuk mengetahui pengaruh *Brand Positioning*, Citra Merek, Harga terhadap Keputusan Pembelian Salon Jhonny Andrean di Bandar Lampung. Populasinya adalah setiap konsumen yang pernah berkunjung ke Salon Jhonny Andrean Bandar Lampung dan pernah melakukan pembelian di salon tersebut, dengan menggunakan metode *purposive sampling* maka sampel ditetapkan sebanyak 160 orang. Pengumpulan data menggunakan wawancara dengan bantuan instrumen kuesioner yang sudah melalui uji validitas dan reliabilitas. Data dianalisis dengan analisis kualitatif dan kuantitatif dengan menggunakan uji koefisien determinasi, regresi linier berganda dengan bantuan program SPSS 26.0. Hasil penelitian menunjukkan bahwa variabel *Brand Positioning*, Citra Merek, dan Harga berpengaruh secara parsial terhadap Keputusan Pembelian, selain itu variabel variabel *Brand Positioning*, Citra Merek, dan Harga berpengaruh secara simultan terhadap Keputusan Pembelian Salon Jhonny Andrean Bandar Lampung.

Katakunci : *Brand Positioning*, Citra Merek, Harga, Keputusan Pembelian, Salon Jhonny Andrean

ABSTRACT

THE INFLUENCE OF BRAND POSITIONING, BRAND IMAGE, PRICE ON PURCHASE DECISIONS JHONNY ANDREAN SALON IN BANDAR LAMPUNG

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The purpose of this study was to determine the effect of Brand Positioning, brand image, price on purchasing decisions for Jhonny Andrean Salon in Bandar Lampung. The population is every consumer who has visited the Jhonny Andrean Salon in Bandar Lampung and has made a purchase at the salon, using the purposive sampling method, the sample is set at 160 people. Data collection uses interviews with the help of a questionnaire instrument that has gone through validity and reliability tests. Data were analyzed by qualitative and quantitative analysis using the coefficient of determination test, multiple linear regression with the help of the SPSS 26.0 program. The results showed that the variables Brand Positioning, brand image, and price had a partial effect on purchasing decisions, besides that the variables Brand Positioning, brand image, and price had a simultaneous effect on purchasing decisions for Salon Jhonny Andrean Bandar Lampung.

Keywords : *Brand Positoning, Brand Image, Price, Purchasing decisions, Salon Jhonny*