

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN (Survei pada konsumen Mixue Ice Cream & Tea di cabang Antasari Kota Bandar Lampung)

Oleh

AL DIRA FIDELLA ATHALANI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga dan citra merek terhadap keputusan pembelian konsumen Mixue Ice Cream & Tea di cabang Antasari Kota Bandar Lampung. Pendekatan yang digunakan adalah kuantitatif dengan metode *explanatory research*. Populasi pada penelitian ini konsumen Mixue Ice Cream & Tea di cabang Antasari Kota Bandar Lampung dengan jumlah sampel sebanyak 100 responden yang diambil dengan menggunakan teknik *purposive sampling*. Proses pengambilan sampel menggunakan kuesioner dengan skala likert. Analisis data dalam penelitian ini menggunakan analisis linier berganda dengan bantuan aplikasi SPSS 29. Berdasarkan hasil penelitian, secara parsial kualitas produk (X_1) tidak berpengaruh terhadap keputusan pembelian, sedangkan harga (X_2) dan citra merek (X_3) berpengaruh dan signifikan terhadap keputusan pembelian. Selain itu, secara simultan kualitas produk, harga dan citra merek berpengaruh terhadap keputusan pembelian Mixue Ice Cream & Tea di cabang Antasari Kota Bandar Lampung.

Kata Kunci: Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian, Mixue Ice Cream & Tea.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON PURCHASING DECISIONS

**(Survey of Mixue Ice Cream & Tea consumers at the Antasari branch in
Bandar Lampung City)**

By

AL DIRA FIDELLA ATHALANI

This research aims to determine the influence of product quality, price and brand image on consumer purchasing decisions for Mixue Ice Cream & Tea at the Antasari branch, Bandar Lampung City. The approach used is quantitative with explanatory research methods. The population in this study were Mixue Ice Cream & Tea consumers at the Antasari branch, Bandar Lampung City, with a sample size of 100 respondents taken using purposive sampling techniques. The sampling process used a questionnaire with a Likert scale. Data analysis in this research uses multiple linear analysis with the help of the SPSS 29 application. Based on the research results, partially product quality (X1) has no influence on purchasing decisions, while price (X2) and brand image (X3) have a significant influence on purchasing decisions. Apart from that, product quality, price and brand image simultaneously influence the decision to purchase Mixue Ice Cream & Tea at the Antasari branch, Bandar Lampung City.

Keywords: Product Quality, Price, Brand Image, Purchase Decision, Mixue Ice Cream & Tea.