

ABSTRAK

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK AIR MINERAL MEREK LE MINERALE (STUDI PADA KONSUMEN LE MINERALE DI BANDAR LAMPUNG)

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Persaingan bisnis di Indonesia semakin ketat seiring pesatnya teknologi dan bertambahnya pelaku usaha. Salah satu sektor yang tumbuh pesat adalah Air Minum Dalam Kemasan (AMDK), didorong oleh gaya hidup praktis dan kesadaran akan pentingnya hidrasi. Hal ini menjadi peluang bagi merek seperti Le Minerale untuk menonjol lewat inovasi, kualitas produk, dan strategi pemasaran yang efektif. Penelitian ini memiliki tujuan untuk mengetahui besarnya pengaruh kualitas produk, persepsi harga, dan citra merek terhadap keputusan pembelian konsumen Le Minerale di Bandar Lampung baik secara parsial maupun simultan. Jenis penelitian *explanatory research* dengan pendekatan kuantitatif. Metode pengambilan *sample* yaitu *non probability sampling*. Teknik sampel menggunakan *purposive sampling* dengan perhitungan rumus *cochran* mendapatkan hasil 100 responden. Pengumpulan data dilakukan dengan metode penyebaran kuesioner kepada konsumen Le Minerale di Bandar Lampung melalui media sosial, yang kemudian dianalisis menggunakan program SPSS versi 26. Teknik analisis data yang digunakan meliputi uji validitas, uji reabilitas, statistik deskriptif, statistik inferensi, analisis regresi linear berganda, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa secara parsial kualitas produk, persepsi harga dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen Le Minerale di Bandar Lampung. Kemudian secara simultan kualitas produk, persepsi harga dan citra merek berpengaruh secara positif dan signifikan terhadap keputusan pembelian konsumen Le Minerale di Bandar Lampung.

Kata Kunci: Kualitas Produk, Persepsi Harga, Citra Merek, Keputusan Pembelian, Le Minerale.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND BRAND IMAGE ON PURCHASE DECISIONS OF LE MINERALE BOTTLED WATER(STUDY ON CONSUMERS LE MINERALE IN BANDAR LAMPUNG)

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Business competition in Indonesia is getting tighter along with the rapid development of technology and the increasing number of business actors. One of the sectors that is growing rapidly is Packaged Drinking Water (AMDK), driven by a practical lifestyle and awareness of the importance of hydration. This is an opportunity for brands like Le Minerale to stand out through innovation, product quality, and effective marketing strategies. This study aims to determine the extent of the influence of product quality, price perception, and brand image on consumer purchasing decisions of Le Minerale in Bandar Lampung, both partially and simultaneously. The type of research is explanatory research with a quantitative approach. The sampling method is non-probability sampling. The sampling technique uses purposive sampling with the calculation of the Cochran formula to obtain 100 respondents. Data collection was carried out by distributing questionnaires to Le Minerale consumers in Bandar Lampung via social media, which were then analyzed using the SPSS version 26 program. Data analysis techniques used include validity tests, reliability tests, descriptive statistics, inference statistics, multiple linear regression analysis, classical assumption tests, and hypothesis tests. The results of the study indicate that partially product quality, price perception and brand image have a positive and significant effect on consumer purchasing decisions of Le Minerale in Bandar Lampung. Then simultaneously product quality, price perception and brand image have a positive and significant effect on consumer purchasing decisions of Le Minerale in Bandar Lampung.

Keywords: Product Quality, Price Perception, Brand Image, Purchase Decision, Le Minerale.