

ABSTRAK

PENGARUH CITRA MEREK (*BRAND IMAGE*), HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PENGHARUM RUANGAN *STELLA* DI KOTA BANDAR LAMPUNG

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Penelitian ini dilakukan untuk mengetahui pengaruh citra merek (*brand image*), harga, dan kualitas produk terhadap keputusan pembelian pengharum ruangan *Stella* di Kota Bandar Lampung. Sampel penelitian ini sebanyak 160 responden yang diambil secara *nonprobability sampling* dengan kriteria responden yang berniat membeli pengharum ruangan *Stella* di Kota Bandar Lampung. Pengumpulan data menggunakan data primer yaitu penyebaran kuesioner pada mahasiswa dan masyarakat Kota Bandar Lampung serta wawancara dengan PT Catur Sentosa Anugerah (PT CSAN) selaku distribusi resmi dari PT Godrej Indonesia, sedangkan data sekunder yaitu literatur, jurnal peneliti terdahulu yang selanjutnya kedua data tersebut dianalisis. Alat analisis data yang menggunakan *software* SPSS versi 27 adalah analisis linear berganda, pengujian persial (t), pengujian simultan (f), pengujian validitas, pengujian reliabilitas dan analisis koefisien determinasi (R²). Penelitian *R Square* menunjukkan bahwa citra merek (*brand image*) (X1), harga (X2), dan kualitas produk (X3) mempengaruhi keputusan pembelian (Y) sebesar 52,1%. Hasil uji t citra merek (*brand image*) (X1), harga (X2), dan kualitas produk (X3) berpengaruh terhadap keputusan pembelian (Y). Hasil uji f citra merek (*brand image*) (X1), harga (X2), dan kualitas produk (X3) sebesar 0,000 artinya secara simultan terdapat pengaruh pada keputusan pembelian (Y).

Kata kunci: citra merek (*brand image*), harga, kualitas produk, keputusan pembelian.

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON STELLA ROOM FRAGRANCE PURCHASE DECISION IN BANDAR LAMPUNG CITY

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This study was conducted to determine the influence of brand image, price, and product quality on the purchase decision of Stella room freshener in Bandar Lampung City. The sample of this study was 160 respondents who were taken by nonprobability sampling with the criteria of respondents who intended to buy Stella room freshener in Bandar Lampung City. Data collection used primary data, namely the distribution of questionnaires to students and the community of Bandar Lampung City and interviews with PT Catur Sentosa Anugerah (PT CSAN) as the official distribution of PT Godrej Indonesia, while secondary data were literature, journals of previous researchers, which were then analyzed. Data analysis tools using SPSS software version 27 are multiple linear analysis, partial testing (t), simultaneous testing (f), validity testing, reliability testing and coefficient of determination analysis (R²). R Square research shows that brand image (X1), price (X2), and product quality (X3) influence purchasing decisions (Y) by 52.1%. The results of the t test of brand image (X1), price (X2), and product quality (X3) influence purchasing decisions (Y). The results of the f test of brand image (X1), price (X2), and product quality (X3) of 0.000 mean that simultaneously there is an influence on purchasing decisions (Y).

Keyword: brand image, price, product quality, purchasing decisions.