

***The Influence of Brand Image, Product Quality, and Price on
Toyota Agya's Purchase Decisions
(research on LCGC car consumers in the Depok City area)***

By Aryo Kuncoro Mukti Darmawan

Abstract

This study aims to measure and determine how much influence brand image, product quality, and price have on purchasing decisions for Toyota Agya in Depok City. The target population is LCGC car consumers in Depok City with a sample of 70 respondents. Collecting data using non-probability sampling method and distributed using an online questionnaire. The data analysis technique used is Partial Least Square (PLS). The results of this study indicate that (1) Brand Image has no influence on the Toyota Agya Purchase Decision in Depok City, (2) Product Quality has a significant influence on the Toyota Agya Purchase Decision in Depok City, (3) Price has a significant influence on the Purchase Decision. Toyota Agya in Depok City, (3) Price has a significant influence on the Purchase Decision of Toyota Agya in Depok City.

Keywords: brand images, product quality, price, and purchase decision

**Pengaruh Citra Merek, Kualitas Produk, dan Harga terhadap Keputusan
Pembelian Toyota Agya
(penelitian pada konsumen mobil *LCGC* di wilayah Kota Depok)**

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Abstrak

Penelitian ini bertujuan mengukur serta mengetahui seberapa besar pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian Toyota Agya di Kota Depok. Populasi yang dituju ialah konsumen mobil *LCGC* di Kota Depok dengan sampel diambil sebesar 70 responden. Pengumpulan data menggunakan metode *non-probability sampling* dan disebar dengan menggunakan kuesioner online. Teknik analisis data yang digunakan ialah *Partial Least Square* (PLS). Hasil dari penelitian ini menunjukkan bahwa (1) Citra Merek tidak memiliki pengaruh terhadap Keputusan Pembelian Toyota Agya di Kota Depok, (2) Kualitas Produk memiliki pengaruh signifikan terhadap Keputusan Pembelian Toyota Agya di Kota Depok, (3) Harga memiliki pengaruh signifikan terhadap Keputusan Pembelian Toyota Agya di Kota Depok.

Kata Kunci: citra merek, kualitas produk, harga, dan keputusan pembelian