

**Pengaruh Harga, Citra Merek, dan Promosi Pada Keputusan Pembelian  
Produk Pedro di Tangerang Selatan**

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**ABSTRAK**

Fashion saat ini telah menjadi bagian dari kebutuhan hidup dan gaya hidup masyarakat. Di era globalisasi, perkembangan dan kontribusi industri kreatif subsektor fashion terus meningkat. Pria ataupun wanita, muda ataupun tua, seluruh golongan mengikuti perkembangan fashion dan berusaha untuk senantiasa tampil fashionable. Hanya saja, munculnya pandemi Covid-19 telah berpengaruh besar dalam berbagai sektor industri, termasuk industri fashion berdampak lesunya pasar. Meski sempat mengalami penurunan, industri fashion mampu beradaptasi dengan cepat. Dari berbagai brand fashion yang berhasil melewati badai Covid-19, satu diantaranya adalah Pedro. Penelitian ini bertujuan untuk melihat pengaruh dari Harga, Citra Merek, dan Promosi terhadap Keputusan Pembelian produk dari brand tersebut. Penelitian ini mengambil sample sejumlah 100 orang yang pernah berbelanja Produk Pedro. Sebagai alat analisis pengelolaan data, penulis menggunakan Program SPSS 25 untuk melakukan uji pengaruh terhadap masing-masing variable. Dari hasil uji statistik, diketahui bahwa Harga, Citra Merek, dan Promosi berpengaruh secara parsial dan simultan terhadap Keputusan Pembelian

**Kata Kunci:** Keputusan Pembelian, Harga, Citra Merek, Promosi, Covid-19

***The Influence of Price, Brand Image, and Promotion on Product  
Purchasing Decision in Tangerang Selatan***

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***ABSTRACT***

*Fashion has now become a part of people's needs and lifestyle. In the era of globalization, the development and contribution of the creative industry in the fashion sub-sector continues to increase. Men or women, young or old, all groups follow fashion developments and try to always look fashionable. However, the emergence of the Covid-19 pandemic has had a major impact on various industrial sectors, including the fashion industry, resulting in a sluggish market. Even though it had experienced a decline, the fashion industry was able to adapt quickly. Of the various fashion brands that have made it through the Covid-19 storm, one of them is Pedro. This study aims to see the effect of Price, Brand Image, and Promotion on the Purchase Decision of products from that brand. This study took a sample of 100 people who had purchased Pedro products. As a data management analysis tool, the authors use the SPSS 25 program to test the effect of each variable. From the results of statistical tests, it is known that Price, Brand Image, and Promotion have a partial and simultaneous effect on Purchasing Decisions*

***Keywords:*** *Purchase Decision, Price, Brand Image, Promotion, Covid-19*