ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE ON PURCHASING DECISIONS OF PULL & BEAR PRODUCTS AT GRAND INDONESIA, JAKARTA

By Anggara Tritama

Abstract

This research is a quanitative study which aims to determine the effect of product quality, price and brand image on purchasing decision. The population in this study are consumers who have purchased Pull & Bear products in Grand Indonesia, Jakarta. The number of samples taken was 75 respondents, with a probability sampling method with a purposive sampling method. Data collection was carried out through distributing google form questionaires. The analysis technique used is the PLS (Partial Least Square) analysis method with the SmartPLS 3.0 software. The results of this study indicate that (1) the product quality variable has a significant effect on purchasing decisions. (2) the price variable has a significant effect on purchasing decisions. (3) the brand image variable has no significant effect on purchasing decisions.

Keywords: Product Quality, Price, Brand Image, Purchase Decision

ANALISIS PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK PULL&BEAR DI GRAND INDONESIA, JAKARTA

Oleh Anggara Tritama

Abstrak

Penelitian ini adalah riset kuantitatif yang punya tujuan dalam rangka memahami pengaruh kualitas produk, harga dan citra merek terhadap keputusan pembelian. Populaasi pada riset ini ialah konsumen yang sudah melakukan pembelian produk Pull&Bear di Grand Indonesia, Jakarta. Jumlah sampel yang dipilih sejumlah 75 responden, melalui metode *probability sampling* dengan metode sampel *purposive sampling*. Pengumpulan data dilakukan dengan disebarkannya kuesioner google form. Tehnik analisis yang diterapkan ialah metode analisis PLS (*Partial Least Square*) melalui software *Smart*PLS 3.0. *Output* riset ini menunjukan bahwasanya (1) variabel kualitas produk punya signifikansi pengaruh pada *purchase decision*. (2) variabel harga punya signifikansi pengaruh pada *purchase decision*. (3) variabel citra merek tidak punya signifikansi pengaruh pada *purchase decision*

Kata Kunci: Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian