

***THE INFLUENCE OF BRAND IMAGE AND PRICE ON THE  
PURCHASE DECISION OF RANAHCREATIVE IN  
JABODETABEK***

***By***

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***Abstract***

*In the Ranahcreative service, there are several consumers who have canceled the use of the service. The research purpose of this study is to determine: the effect of brand image on consumer purchasing decisions of Ranahcreative in Jabodetabek, either partially or simultaneously. The research methodology used is quantitative with a population of 134 consumers of Ranahcreative. The population of this research was 100 respondents and the sample was selected by using simple random sampling as a sampling technique. The data were collected by means of a questionnaire and using a PLS (Partial Least Square) calculation tool. The results of this research showed that: (1) purchasing decisions can be influenced by brand image. (2) purchasing decisions can also be influenced by price. (3) the purchasing decision is also influenced simultaneously by brand image and price variables.*

***Keywords*** : *Brand Image, Price, Purchase Decision, Photography, and Ranahcreative.*

**PENGARUH CITRA MEREK DAN HARGA TERHADAP  
KEPUTUSAN PEMBELIAN JASA RANAHCREATIVE DI  
JABODETABEK**

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**Abstrak**

Pada jasa layanan *Ranahcreative* terdapat beberapa konsumen yang telah melakukan pembatalan penggunaan jasa, sehingga tujuan pada penelitian ini untuk mengetahui : pengaruh citra merek terhadap keputusan pembelian konsumen *Ranahcreative* di Jabodetabek baik secara parsial maupun silmultan. Pendekatan yang digunakan pada penelitian ini adalah kuantitatif dengan populasi yaitu konsumen *Ranahcreative* sebanyak 134 orang. Adapun sampel yang digunakan adalah sebanyak 100 responden, dengan probability sampling secara spesifik simple random sampling sebagai teknik pengambilan sampel. Data dikumpulkan dengan kuesioner dan menggunakan alat hitung PLS (*Partial Least Square*). Adapun hasil menunjukkan bahwa : (1) keputusan pembelian dapat dipengaruhi oleh citra merek. (2) keputusan pembelian dapat dipengaruhi pula oleh harga. (3) keputusan pembelian secara simultan juga dipengaruhi oleh variabel citra merek dan harga.

**Kata Kunci** : Citra Merek, Harga, Keputusan Pembelian, Fotografi dan *Ranahcreative*.