

ABSTRAK

PENGARUH HARGA, PROMOSI, DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN DENGAN CITRA MEREK SEBAGAI VARIABEL MEDIASI.

Studi pada Guru Negeri Maupun Swasta Pembeli dan Pengguna Buku SD
PT. Intan Pariwara Area Surakarta

Sanchia Eldis Trasiwi
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk mengetahui: 1) Harga berpengaruh terhadap keputusan pembelian, 2) Promosi berpengaruh terhadap keputusan pembelian, 3) Inovasi produk berpengaruh terhadap keputusan pembelian, 4) Citra merek memediasi harga terhadap keputusan pembelian, 5) Citra merek memediasi promosi terhadap keputusan pembelian, 6) Citra merek memediasi inovasi produk terhadap keputusan pembelian pada produk buku SD PT. Intan Pariwara. Teknik pengambilan sampel menggunakan *purposive sampling*. Populasi dalam penelitian ini adalah seluruh guru negeri maupun swasta yang menggunakan dan membeli buku SD PT. Intan Pariwara. Sampel dalam penelitian ini adalah sebagian guru negeri maupun swasta yang menggunakan dan membeli buku SD PT. Intan Pariwara. Data diperoleh dengan membagikan kuesioner kepada 125 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0. Hasil penelitian ini menunjukkan bahwa: 1) Harga berpengaruh terhadap keputusan pembelian, 2) Promosi berpengaruh terhadap keputusan pembelian, 3) Inovasi produk berpengaruh terhadap keputusan pembelian, 4) Citra merek memediasi sebagian pengaruh harga terhadap keputusan pembelian, 5) Citra merek memediasi penuh pengaruh promosi terhadap keputusan pembelian, 6) Citra merek memediasi penuh pengaruh inovasi produk terhadap keputusan pembelian.

Kata Kunci: Harga, Promosi, Inovasi Produk, Citra Merek, dan Keputusan Pembelian.

ABSTRACT

**THE INFLUENCE OF PRICE, PROMOTION, AND PRODUCT
INNOVATION TOWARDS PURCHASING DECISIONS WITH BRAND
IMAGE AS MEDIATING VARIABLE**

Study on the Public or Private Teachers who bought and used Elementary School Books published by PT. Intan Pariwara Surakarta

This study aims to find out whether: 1) Price influences purchase decisions, 2) promotion influences purchase decisions, 3) product innovation influences purchase decisions, 4) brand image mediates the influence of price on purchasing decisions, 5) brand image mediates the influence of promotion towards purchase decisions, 6) brand image mediates the influence product innovation towards purchase decisions in Elementary School Books published by PT. Intan Pariwara. The sampling technique used purposive sampling. The population in this study were all public and private teachers who used and bought elementary schools books published by PT. Intan Pariwara. The sample in this study were some public and private teachers who used and bought elementary school books published by PT. Intan Pariwara. The data was obtained by distributing questionnaires to 125 respondents. The data analysis technique in this study is Partial Least Square using the WarpPLS 6.0 applications. The results of this study indicate that: 1) Price influenced purchase decisions, 2) promotion influenced purchase decisions, 3) product innovation influenced purchase decisions, 4) brand image mediated the influence of price towards purchase decisions, 5) brand image mediated the influence of promotion towards purchase decisions, 6) brand image mediated the influence product innovation towards purchase decisions.

Keywords : Price, Promotion, Product Innovation, Brand Image and Purchasing Decision