

## ABSTRAK

### ANALISIS PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SHAMPO PANTENE

(Studi Kasus pada Mahasiswa Universitas Sanata Dharma Yogyakarta, kampus 1 dan  
3)

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Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, dan citra merek terhadap keputusan pembelian shampo Pantene. Jenis penelitian adalah kuantitatif. Populasinya adalah mahasiswa Universitas Sanata Dharma Yogyakarta, kampus 1 dan 3 dengan jumlah sampel sebanyak 100 responden. Sedangkan metode Analisa data menggunakan model Regresi Linear Berganda. Pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Hasil dari penelitian ini menunjukkan bahwa secara parsial Harga berpengaruh terhadap keputusan pembelian Shampo Pantene, Kualitas Produk juga berpengaruh terhadap keputusan pembelian Shampo Pantene. Sedangkan Citra Merek tidak berpengaruh terhadap keputusan pembelian Shampo Pantene berdasarkan penelitian yang dilakukan di Kampus 1 dan 3 Universitas Sanata Dharma Yogyakarta. Tetapi secara simultan Harga, Kualitas Produk, dan Citra Merek berpengaruh terhadap keputusan pembelian Shampo Pantene.

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

## ABSTRACT

### **ANALYSIS OF THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASING DECISION OF PANTENE SHAMPOO** (A Study on students of Campus 1 and 3 of Sanata Dharma University Yogyakarta)

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This research aims to determine the influence of price, product quality, and brand image on the purchasing decision of Pantene Shampoo. This type of research is a quantitative research. The population in this study were students of Campus 1 and 3 of Sanata Dharma University Yogyakarta , with a sample size of 100 respondents. While for the data analysis, it is used the Multiple Linear Regression model. The sampling technique was purposive sampling. The results of this study indicate that price partially influences purchasing decision of Pantene Shampoo. Product Quality also influences purchasing decision of Pantene Shampoo. Meanwhile, brand Image does not influence purchasing decision of Pantene Shampoo. But simultaneously price, product quality, and brand image influence purchasing decision of Pantene Shampoo.

Keyword : *Price, Product Quality, Brand Image and Purchase Decision*