ABSTRAK

PENGARUH HARGA, CITRA MEREK, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SUSU *BEAR BRAND* PADA ERA PANDEMI COVID-19

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Penelitian ini bertujuan untuk mengetahui : 1) harga, citra merek dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian pada produk susu *Bear Brand* 2) harga berpengaruh terhadap keputusan pembelian, 3) citra merek berpengaruh terhadap keputusan pembelian dan 4) kualitas produk berpengaruh terhadap keputusan pembelian. Populasi dalam penelitian ini adalah konsumen (pria dan wanita) yang pernah membeli dan mengkonsumsi produk susu *Bear Brand* selama masa pandemi Covid-19 minimal satu kali. Teknik pengambilan sampel menggunakan purposive sampling, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda dan pengujian hipotesis dengan menggunakan program aplikasi IBM SPSS *Statistic* 25. Hasil penelitian menunjukkan bahwa : 1) harga, citra merek dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian 2) harga berpengaruh terhadap keputusan pembelian, 3) citra merek berpengaruh terhadap keputusan pembelian dan 4) kualitas produk berpengaruh terhadap keputusan pembelian.

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

ABSTRACT

THE INFLUENCE OF PRICE, BRAND IMAGE, AND PRODUCT QUALITY ON *BEAR BRAND* MILK PURCHASE DECISIONS IN THE ERA OF THE COVID-19 PANDEMIC

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This study aims to determine : 1) the influence of price, brand image and product quality simultaneously towards purchasing decisions on products *Bear Brand* milk, 2) the influence of price towards purchasing decisions, 3) the influence of brand image towards purchasing decisions, 4) the influence of product quality towards purchasing decisions. The population in this study were consumers (male and female) who had purchased and consumed *Bear Brand* dairy products during the Covid-19 pandemic at least once. The sampling technique used was purposive sampling, the data was obtained by distributing questionnaires to 100 respondents. The data analysis techniques used in this study were descriptive analysis, classical assumption test, multiple linear regression analysis, and hypothesis testing using the IBM SPSS Statistic 25 application program. The results showed that: 1) price, brand image and product quality simultaneously influenced purchasing decisions, 2) price influenced purchasing decisions, 3) brand image influenced decision making. purchase, 4) product quality influenced purchasing decisions.

Keywords : Price, Brand Image, Product Quality, Purchasing Decisions