

**ABSTRAK**  
**PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN HARGA**  
**TERHADAP KEPUTUSAN PEMBELIAN PRODUK**  
**SOMETHINC PADA ERA PANDEMI COVID-19**

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Penelitian ini bertujuan untuk mengetahui: (1) citra merek, kualitas produk, dan harga berpengaruh secara simultan terhadap keputusan pembelian produk Somethinc pada era pandemi Covid-19, (2) pengaruh citra merek terhadap keputusan pembelian produk Somethinc pada era pandemi Covid-19, (3) pengaruh kualitas produk terhadap keputusan pembelian produk Somethinc pada era pandemi Covid-19, 4) pengaruh harga terhadap keputusan pembelian produk Somethinc pada era pandemi Covid-19. Populasi dalam penelitian ini adalah seluruh mahasiswi aktif di Universitas Sanata Dharma kampus 1. 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, pengujian hipotesis, dan koefisien determinasi. Analisis data dibantu dengan menggunakan program aplikasi IBM SPSS *Statistic* 26. Hasil penelitian menunjukkan bahwa: 1) citra merek, kualitas produk dan harga secara simultan berpengaruh terhadap keputusan pembelian, 2) citra merek secara parsial tidak berpengaruh terhadap keputusan pembelian 3) kualitas produk secara parsial tidak berpengaruh terhadap keputusan pembelian, 4) harga secara parsial berpengaruh terhadap keputusan pembelian.

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

**ABSTRACT**  
**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY,  
AND PRICE TOWARDS PURCHASE DECISION PRODUCT  
SOMETHING IN THE ERA OF THE  
COVID-19 PANDEMIC**

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This study aims to determine: (1) brand image, product quality, and price have a simultaneous effect on purchasing decisions for Somethinc products in the Covid-19 pandemic era, (2) the influence of brand image on purchasing decisions for Somethinc products in the Covid-19 pandemic era, (3) the influence of product quality on purchasing decisions for SomeThing products during the Covid-19 pandemic era, 4) the effect of price on purchasing decisions for SomeThing products during the Covid-19 pandemic era. The population in this study were all active students at Sanata Dharma University campus 1. The sampling technique used purposive sampling, the data was obtained by distributing questionnaires to 100 respondents. Data analysis techniques in this study are descriptive analysis, classical assumption test, multiple linear regression analysis, hypothesis testing, and coefficient of determination. Data analysis was assisted by using the IBM SPSS Statistic 26 application program. The results showed that: 1) brand image, product quality and price simultaneously affect purchasing decisions, 2) brand image partially does not affect purchasing decisions 3) product quality partially has no effect on purchasing decisions, 4) price partially affects purchasing decisions.

**Keywords:** *brand image, product quality, price, and purchasing decisions*