

ABSTRAK
PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK
TERHADAP KEPUTUSAN PEMBELIAN PRODUK RAKET YONEX
PADA MAHASISWA PERGURUAN TINGGI DI YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh kualitas produk terhadap keputusan pembelian raket Yonex bagi mahasiswa Perguruan Tinggi di Yogyakarta, (2) pengaruh harga terhadap keputusan pembelian raket Yonex bagi mahasiswa Perguruan Tinggi di Yogyakarta, (3) pengaruh citra merek terhadap keputusan pembelian raket Yonex bagi mahasiswa Perguruan Tinggi di Yogyakarta. Populasi penelitian ini adalah para mahasiswa di Perguruan Tinggi di Yogyakarta. Teknik pengambilan sampel menggunakan *nonprobability sampling*. Teknik pengumpulan data pada penelitian ini diperoleh dari kuesioner online (google form). Teknik analisis yang digunakan antara lain: (1) analisis deskriptif, (2) analisis deskriptif variabel, (3) analisis regresi linear berganda, dan (4) koefisien determinasi. Hasil penelitian ini adalah 1) kualitas produk tidak berpengaruh terhadap keputusan pembelian 2) harga berpengaruh terhadap keputusan pembelian 3) citra merek tidak berpengaruh terhadap keputusan pembelian.

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

ABSTRACT

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND
IMAGE ON THE PURCHASE DECISION OF YONEX RACKET
PRODUCTS IN HIGHER EDUCATION STUDENTS IN YOGYAKARTA**

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This study aims to determine: (1) the influence of product quality on the decision to purchase Yonex rackets for university students in Yogyakarta, (2) the influence of price on the purchase decision of Yonex rackets for university students in Yogyakarta, (3) the influence of brand image on the purchase decision of Yonex rackets for university studentt in Yogyakarta. The population of this research is students at universities in Yogyakarta. The sampling technique uses Nonprobability sampling. The data collection technique in this study was obtained from an online questionnaire (google form). The analysis techniques used include:

(1) descriptive analysis, (2) variable descriptive analysis, (3) multiple linear regression analysis, and (4) the coefficient of determination. The results of this study are 1) product quality had no influence on purchasing decisions 2) price had an influence on purchasing decisions 3) brand image had no influence on purchasing decisions.

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