

**PENGARUH CITRA MEREK DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN
MOBIL XPANDER DI PT. MITSUBISHI
SUN STAR MOTOR SINGARAJA**

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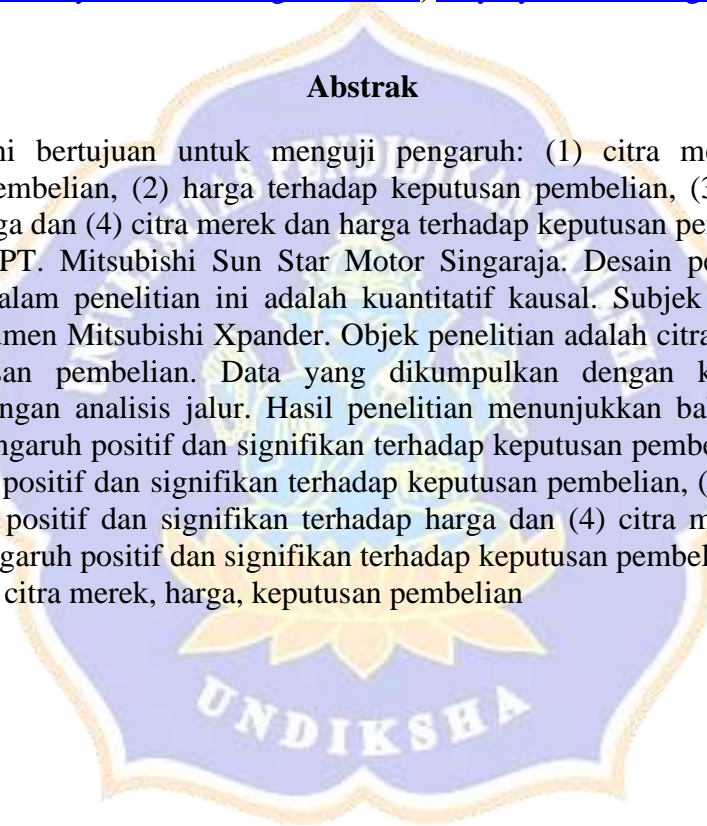
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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh: (1) citra merek terhadap keputusan pembelian, (2) harga terhadap keputusan pembelian, (3) citra merek terhadap harga dan (4) citra merek dan harga terhadap keputusan pembelian mobil Xpander di PT. Mitsubishi Sun Star Motor Singaraja. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek penelitian ini adalah konsumen Mitsubishi Xpander. Objek penelitian adalah citra merek, harga dan keputusan pembelian. Data yang dikumpulkan dengan kuesioner dan dianalisis dengan analisis jalur. Hasil penelitian menunjukkan bahwa: (1) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) citra merek berpengaruh positif dan signifikan terhadap harga dan (4) citra merek melalui harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: citra merek, harga, keputusan pembelian



**INFLUENCE OF BRAND IMAGE AND PRICE
ON THE PURCHASE DECISION
XPANDER CAR AT PT. MITSUBISHI
SUN STAR MOTOR SINGARAJA**

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Abstract

This study aims to examine the effect of: (1) brand image on purchasing decisions, (2) price on purchasing decisions, (3) brand image on prices and (4) brand image and price on Xpander car purchasing decisions at PT. Mitsubishi Sun Star Motor Singaraja. The research design used in this study is causal quantitative. The subjects of this research are Mitsubishi Xpander consumers. The object of research is brand image, price and purchasing decisions. Data collected by questionnaire and analyzed by path analysis. The results showed that: (1) brand image has a positive and significant effect on purchasing decisions (2) price have a positive and significant effect on purchasing decisions, (3) brand image has a positive and significant effect on price and (4) brand image through price positive and significant effect on purchasing decisions.

Keywords: *brand image, price, purchase decision*

