

**PENGARUH KEMASAN, PERSEPSI HARGA DAN *BRAND IMAGE*
TERHADAP KEPUTUSAN PEMBELIAN MIXUE PADA MAHASISWA
FAKULTAS EKONOMI UNDIKSHA**

Oleh

I Made Febri Widiasta Arya Sudika, NIM 1917041167

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kemasan, persepsi harga dan *brand image* terhadap keputusan pembelian mixue pada Mahasiswa Fakultas Ekonomi Undiksha. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Metode pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 130 orang pelanggan mixue yang merupakan mahasiswa aktif Fakultas Ekonomi Undiksha, data yang terkumpul akan diuji dengan analisis regresi berganda, statistik deskriptif, uji instrumen, uji asumsi klasik dan uji hipotesis kemudian data tersebut diolah dengan menggunakan aplikasi SPSS. Total responden yakni 130 orang pelanggan mixue yang merupakan mahasiswa aktif Fakultas Ekonomi Undiksha. Hasil penelitian menunjukkan bahwa (1) kemasan berpengaruh positif dan signifikan terhadap keputusan pembelian Mixue. (2) persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian Mixue. (3) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian Mixue. (4) kemasan, persepsi harga dan *brand image* berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: *brand image*, kemasan, keputusan pembelian, persepsi harga

***INFLUENCE OF PACKAGING, PRICE PERCEPTION AND BRAND
IMAGE ON MIXUE PURCHASE DECISIONS FOR UNDIKSHA FACULTY
OF ECONOMICS STUDENTS***

By

I Made Febri Widiasa Arya Sudika, NIM 1917041167

Department of Management

ABSTRACT

This study aims to examine the effect of packaging, price perception and brand image on mixue purchasing decisions among Undiksha Faculty of Economics students. The type of research used in this study is quantitative research. The data collection method was carried out by distributing questionnaires to 130 mixue customers who are active students of the Undiksha Faculty of Economics, the data collected will be tested with multiple regression analysis, descriptive statistics, instrument tests, classical assumption tests and hypothesis testing then the data is processed using the SPSS application. The total respondents are 130 mixue customers who are active students of the Undiksha Faculty of Economics. The results showed that (1) packaging has a positive and significant effect on Mixue purchasing decisions. (2) price perception has a positive and significant effect on Mixue purchasing decisions. (3) brand image has a positive and significant effect on Mixue purchasing decisions. (4) packaging, price perception and brand image have a significant effect on purchasing decisions.

Keywords: brand image, packaging, purchasing decisions, price perception

