

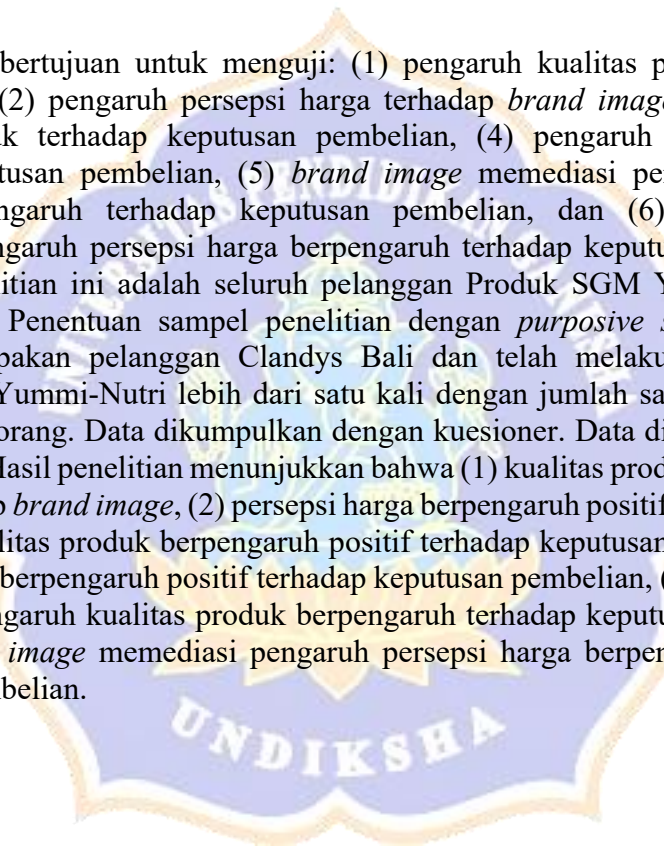
ABSTRAK

Putra, I Gusti Lanang Prayura (2025), Pengaruh Kualitas Produk dan Persepsi Harga terhadap Keputusan Pembelian dengan *Brand Image* sebagai Variabel Intervening pada Produk SGM Yummi-Nutri di Clandys Bali. Tesis, Program Studi Magister Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: kualitas produk, persepsi harga, *brand image*, keputusan pembelian

Penelitian ini bertujuan untuk menguji: (1) pengaruh kualitas produk terhadap *brand image*, (2) pengaruh persepsi harga terhadap *brand image*, (3) pengaruh kualitas produk terhadap keputusan pembelian, (4) pengaruh persepsi harga terhadap keputusan pembelian, (5) *brand image* memediasi pengaruh kualitas produk berpengaruh terhadap keputusan pembelian, dan (6) *brand image* memediasi pengaruh persepsi harga berpengaruh terhadap keputusan pembelian. Populasi penelitian ini adalah seluruh pelanggan Produk SGM Yummi-Nutri di Clandys Bali. Penentuan sampel penelitian dengan *purposive sampling*, yaitu pembeli merupakan pelanggan Clandys Bali dan telah melakukan pembelian produk SGM Yummi-Nutri lebih dari satu kali dengan jumlah sampel penelitian sebanyak 160 orang. Data dikumpulkan dengan kuesioner. Data dianalisis dengan analisis jalur. Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif terhadap *brand image*, (2) persepsi harga berpengaruh positif terhadap *brand image*, (3) kualitas produk berpengaruh positif terhadap keputusan pembelian, (4) persepsi harga berpengaruh positif terhadap keputusan pembelian, (5) *brand image* memediasi pengaruh kualitas produk berpengaruh terhadap keputusan pembelian, dan (6) *brand image* memediasi pengaruh persepsi harga berpengaruh terhadap keputusan pembelian.



ABSTRACT

Putra, I Gusti Lanang Prayura (2025), The Effect of Product Quality and Price Perception on Purchasing Decisions with Brand Image as an Intervening Variable for SGM Yummi-Nutri Products at Clandys Bali. Thesis, Master of Management Study Program, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and reviewed by my First Advisor: Dr. M. Rudi Irwansyah, S.Pd., M.Pd. and my Second Advisor: Prof. Putu Indah Rahmawati, M.Bis., Ph.D.

Keywords: product quality, price perception, brand image, purchasing decision

This study aims to examine: (1) the effect of product quality on brand image, (2) the effect of price perception on brand image, (3) the effect of product quality on purchasing decisions, (4) the effect of price perception on purchasing decisions, (5) the mediation of brand image between product quality and purchasing decisions, and (6) the mediation of brand image between price perception and purchasing decisions. The population of this study was all customers of SGM Yummi-Nutri products at Clandys Bali. The research sample was determined by purposive sampling, namely buyers are Clandys Bali customers and have purchased SGM Yummi-Nutri products more than once with a total research sample of 160 people. Data were collected by questionnaire. Data were analyzed by path analysis. The results of the study indicate that (1) product quality has a positive effect on brand image, (2) price perception has a positive effect on brand image, (3) product quality has a positive effect on purchasing decisions, (4) price perception has a positive effect on purchasing decisions, (5) brand image mediates the effect of product quality on purchasing decisions, and (6) brand image mediates the effect of price perception on purchasing decisions.