

**PENGARUH *BRAND IMAGE*, KUALITAS PRODUK, DAN PERSEPSI
HARGA TERHADAP KEPUTUSAN PEMBELIAN KOPI BANYUATIS**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand image*, kualitas produk, dan persepsi harga terhadap keputusan pembelian. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah masyarakat yang suka meminum kopi Banyuatis dan objek dalam penelitian ini adalah *brand image*, kualitas produk, persepsi harga dan keputusan pembelian. Data dikumpulkan dengan kuisioner dan dilakukan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) *brand image*, kualitas produk, dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian Kopi Banyuatis.

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

**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND
PRICE PERCEPTION ON BANYUATIS COFFEE PURCHASE
DECISIONS**

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ABSTRACT

This research aims to examine the influence of brand image, product quality, and price perception on purchasing decisions. The research design used is causal quantitative. The subjects of this research are consumers who enjoy drinking Banyuatis coffee, while the objects are brand image, product quality, price perception, and purchasing decisions. Data were collected using questionnaires, and multiple regression analysis was employed to analyze the data. The results of the study show that: (1) brand image has a positive and significant effect on purchasing decisions; (2) product quality has a positive and significant effect on purchasing decisions; and (3) price perception has a positive and significant effect on purchasing decisions. Overall, brand image, product quality, and price perception simultaneously have a positive and significant influence on purchasing decisions for Banyuatis coffee.

Keywords: brand image, product quality, price perception, buying decisions

