

Pengaruh Citra Merek, Persepsi Harga, Kualitas Produk dan Lokasi Terhadap Keputusan Pembelian pada Swiss House Bakery & Cake Semarang

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, persepsi harga, kualitas produk dan lokasi dari keputusan pembelian di Swiss House Bakery & Cake Semarang. Populasi penelitian ini adalah pembeli roti Swiss House Bakery & Cake Semarang. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling dengan 100 responden. Mengumpulkan data analisis dengan menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa hasil pengujian hipotesis uji t menunjukkan bahwa semua variabel independen yaitu brand image (X1), persepsi harga (X2), kualitas produk (X3) dan lokasi (X4) berpengaruh keputusan pembelian (Y) positif dan secara signifikan.

Kata Kunci : citra merek, persepsi harga, kualitas produk, lokasi dan keputusan pembelian

The Influence of Brand Image, Perception of Price, Product Quality and Location on Purchasing Decisions at Swiss House Bakery & Cake Semarang

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ABSTRACT

This research aims to analyze the influence of brand image, perception of price, product quality and location on purchasing decisions at Swiss House Bakery & Cake Semarang. The population of this research is bread consumer of Swiss House Bakery & Cake Semarang. The sampling method used in this research is purposive sampling by 100 respondents. Collecting data analyzed is using multiple linear regression. Results showed that results of hypothesis testing of the t test showed that all independent variables such as brand image (X1), the perception of price (X2), product quality (X3) and location (X4) have influence purchasing decisions (Y) positively and significantly.

Keyword : brand image, perception of price, product quality, location and purchasing decisions