

**Pengaruh Strategi Harga, Kualitas Produk, Promosi dan Brand Image  
Terhadap Keputusan Pembelian Konsumen Pada Produk di Toko  
Hardware Clothing Paragon Mall Semarang**

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**ABSTRAK**

Penelitian ini dilatar belakangi oleh semakin banyaknya bisnis distro di kota-kota besar yang ada di Indonesia. Untuk mempengaruhi persepsi konsumen dalam pengambilan keputusan pembelian tidaklah mudah bagi seorang pelaku bisnis sehingga pelaku bisnis harus memikirkan strategi yang dapat menarik perhatian konsumen dalam pengambilan keputusan pembelian. Tujuan penelitian ini untuk mengetahui keputusan pembelian melalui strategi harga, kualitas produk, promosi, dan brand image pada Toko Hardware Clothing di Paragon mall Semarang. Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis, data dikumpulkan melalui metode kuesioner terhadap 100 responden konsumen Toko hardware Cloting di Paragon Mall Semarang yang diperoleh dengan menggunakan teknik non probability sampling. Analisis ini meliputi: uji validitas dan reabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji F dan uji T, serta analisis koefisien determinasi (R<sup>2</sup>). Hasil penelitian menunjukkan bahwa secara model persamaan regresi dinyatakan baik, dan tingkat signifikan menunjukkan hasil yang menyatakan strategi harga, kualitas produk, promosi, dan brand image berpengaruh positif terhadap keputusan pembelian pada Toko Hardware Clothing.

Kata Kunci : Keputusan Pembelian, Strategi Harga, Kualitas Produk, Promosi dan Brand Image

**The Effect of Price Strategy, Product Quality, Promotion and Brand Image on Purchasing Decision of Product at Hardware Clothing Store Paragon Mall Semarang**

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**ABSTRACT**

The research is motivated by the increasing number of distro business in big cities in Indonesia. To affect the perception of consumers in making purchasing decision is not easy for business person so that businesses should devise strategies that can attract the attention of consumers in making purchasing decisions. The purpose of this research to determine the purchasing decision through pricing strategy, product quality, promotion and brand image at Hardware Clothing Stores, Paragon mall Semarang. After reviewing the literature and formulation of hypotheses, data collected through questionnaire method on 100 consumer respondent in Hardware Clothing Stores Paragon Mall Semarang obtained with using non probability sampling technique. This analysis includes: validity and reliability, classic assumption test, multiple regression analysis, hypothesis test through F test and T test, and analysis of coefficient of determination (R<sup>2</sup>). The result showed that regression in the model equation regression revealed good, and levels of significant showed result that strategy of price, product quality, promotion and brand image have a positive effect on purchasing decision at Hardware Clothing Stores.

Keyword : Purchasing Decision, Price Strategy, Product Quality, Promotion and Brand Image