

**PENGARUH KUALITAS PRODUK, PERSEPSI HARGA, DAN
CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN
PRODUK GARNIER MEN ACNO FIGHT (PADA
MAHASISWA FEB USNI)**

SKRIPSI

Program Studi Manajemen – Strata 1



**FAKULTAS EKONO DAN BISNIS
UNIVERSITAS SATYA NEGARA INDONESIA
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***THE INFLUENCE OF PRODUCT QUALITY, PRICE
PERCEPTION, AND BRAND IMAGE ON PURCHASING
DECISION FOR GARNIER MEN ACNO FIGHT PRODUCT FOR
STUDENTS OF THE FACULTY OF ECONOMICS AND
BUSINESS SATYA NEGARA INDONESIA UNIVERSITY***

THESIS

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk, Persepsi Harga dan Citra Merek terhadap Keputusan Pembelian Produk Garnier Men Acno Fight (Pada Mahasiswa FEB USNI) secara simultan maupun parsial. Data yang digunakan adalah data primer yang dikumpulkan melalui penyebaran kuesioner kepada 100 mahasiswa pengguna produk garnier men. Metode yang digunakan pada penelitian ini yaitu metode kuantitatif dan hasil penelitian berdasarkan jawaban responden dengan menggunakan skala Likert. Metode Analisis Data yang digunakan dalam penelitian ini adalah Uji Regresi Linier Berganda, Uji F, Uji t, dan Koefisien Determinasi. Hasil penelitian ini menunjukkan bahwa secara simultan Kualitas Produk, Persepsi Harga, dan Citra Merek berpengaruh terhadap Keputusan Pembelian, Kualitas Produk berpengaruh terhadap Keputusan Pembelian, Persepsi Harga berpengaruh terhadap Keputusan Pembelian, Citra Merek berpengaruh terhadap Keputusan Pembelian.

Kata Kunci : Keputusan Pembelian, Kualitas Produk, Persepsi Harga, dan Citra Merek



ABSTRACT

This study aims to determine the effect of product quality, price perception and brand image on purchasing decisions for Garnier Men Acno Fight products for students of the faculty of economics and business satya negara Indonesia university simultaneously or partially. The data used is primary data collected through distributing questionnaires to 100 students who use Garnier Men products. The method used in this study is a quantitative method and research results are based on respondents' answers using a Likert scale. The data analysis method used in this research is Multiple Linear Regression Test, F Test, t Test, and Coefficient of Determination. The results of this study indicate that simultaneously Product Quality, Price Perception, and Brand Image have an effect on Purchase Decisions, Product Quality has an effect on Purchase Decisions, Price Perceptions have an effect on Purchase Decisions, Brand Image has an effect on Purchase Decisions.

Keywords: *Purchase Decision, Product Quality, Price Perception, and Brand Image*

