

**THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE
TOWARD PURCHASE DECISION**
(Empirical Study On Consumer CV. Rown Division in Surakarta)



THESIS

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By

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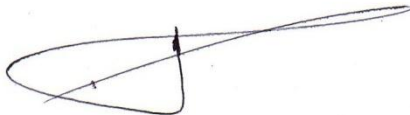
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MOTTO

"And (remember) Zakariya, when he called on his Lord: "O my Lord let me live Thou and Thou alone heir Most Good".
(Q.S AL-ANBIYAA 89)

Not all faced can be changed, but nothing can be changed if
we do not deal with it.
(James Baldwin).

"So long as you feel you are still green, you will grow. Once
you feel you mature, you begin to rot"
(Scott Horton)

If ever a sense of peace can only be bought with riches, how
difficult it had become a man. Fortunately sense of peace
can be owned by anyone who would lean his heart in terms of
worldliness, helpfulness towards others and surrender life
to ALLAH SUBHANAHUWATA'ALA
(Author)

DEDICATION

With all humility authors dedicate this special little work to:

- *Allah, who gives life and death holds every creature, without His writing is not meaningful. Hopefully, from start to finish can provide practice for us all amen.*
- *The Prophet Sholawat and greetings may always devoted to his Prophet Muhammad, his family and friends.*
- *dear mother and father who have given affection, love, sacrifice, support, happiness and prayer so beautiful in my life. Authors can not reply in any form.*
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- *For someone dear who is always there beside me and always supported me Wury Ferdiana, and dear best friend (Agung, Khoirul, Tendy, Nunky, Saskia, Verly, Niky, Enggar) thanks always accompany the ups and downs, giving spirit, taught me many things over three years.*
- *For retainer Kost Green from the oldest generation to the younger thanks, keep the spirit and try to be a good person although is hard.*

ABSTRACT

The main purpose of this research is to analyze brand image, product quality and price which determines customer decision to buy the product of CV Rown Division Surakarta. The population in this research is the whole customer of CV Rown Division Surakarta. This research is a quantitative research using factor analysis. Samples taken as research object are 100 respondents who have purchased the product on the CV Rown Division Surakarta and data wastaken by questionnaire. Instrument test used validity test and reliability test.

The analysis of data using multiple linear regression validated by the data normality test, multicollinearity test, heteroscedasticity test, determination test, F test and t test. As for processing the data were analyzed with SPSS 21.00 for Windows.

The result of the research shows positive and significant effects of brand image (X_1), Product quality (X_2) and price (X_3) on Purchase decision (Y) at CV Rown Division Surakarta.

Keywords: brand image, product quality, price, and purchase decision.

ABSTRAK

Tujuan dari penelitian ini untuk menganalisis citra merek, kualitas produk, dan harga terhadap keputusan pembelian pada produk CV Rown Division Surakarta. Populasi dalam penelitian ini yaitu seluruh konsumen yang membeli produk di CV Rown Division Surakarta. Penelitian ini adalah penelitian kuantitatif dengan menggunakan analisis faktor. Sampel yang dijadikan objek penelitian sebanyak 100 responden yang telah melakukan pembelian produk di CV Rown Division Surakarta dan dilakukan pengambilan data melalui kuesioner. Uji instrumen menggunakan uji validitas dan reliabilitas.

Untuk analisis data menggunakan regresi linier berganda yang diperkuat dengan uji normalitas data, uji multikolinieritas, uji heteroskedastisitas, uji determinasi, uji F serta uji t. Sedangkan untuk pengolahan data dianalisis dengan alat bantu SPSS 21.00 untuk Windows.

Hasil penelitian menunjukkan adanya pengaruh signifikan antara citra merek (X_1), kualitas produk (X_2) dan harga (X_3) terhadap keputusan pembelian (Y) di CV Rown Division Surakarta.

Kata kunci : Citra merek, Kualitas produk, Harga, dan Keputusan pembelian.

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Surakarta, February 2016


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(Henry Susanto)

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