

**PENGARUH CITRA MEREK, KUALITAS PRODUK DAN
HARGA TERHADAP KEPUTUSAN PEMBELIAN
PRODUK MEREK EIGER
(Kajian Pada Mahasiswa Universitas Mercu Buana
Yogyakarta)**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh citra merek terhadap keputusan pembelian produk merek Eiger. (2) pengaruh kualitas produk terhadap keputusan pembelian produk merek Eiger. (3) pengaruh harga terhadap keputusan pembelian produk merek Eiger. (4) pengaruh citra merek, kualitas produk, harga secara simultan terhadap keputusan pembelian produk merek Eiger. (5) Diantara variabel citra merek, kualitas produk dan harga manakah variabel yang berpengaruh paling dominan terhadap keputusan pembelian produk merek Eiger. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Pengumpulan data dilakukan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Pada uji asumsi klasik menghasilkan model regresi yang data terdistribusi normal dan tidak terjadi multikolinieritas, serta tidak terjadi heterokedastisitas. Berdasarkan hasil analisis persamaan regresi diperoleh $Y = -2.328 + 0,291.X1 + 0,302.X2 + 0,189.X3$. hasil penelitian ini menunjukkan bahwa: (1) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk merek Eiger pada mahasiswa Universitas Mercu Buana Yogyakarta. (2) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk merek Eiger pada mahasiswa Universitas Mercu Buana Yogyakarta. (3) harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk merek Eiger pada mahasiswa Universitas Mercu Buana Yogyakarta. (4) citra merek, kualitas produk dan harga secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian produk merek Eiger pada mahasiswa Universitas Mercu Buana Yogyakarta. (5) dari ketiga variabel *independent* tersebut variabel yang paling dominan berpengaruh terhadap keputusan pembelian produk merek Eiger pada mahasiswa Universitas Mercu Buana Yogyakarta adalah kualitas produk.

Kata kunci: Citra Merek, Kualitas Produk, Harga, Keputusan Pembelian

**THE IMPACT OF BRAND IMAGE, QUALITY AND PRICE
OF PRODUCT TO A DECISION ON EIGER PRODUCT
PURCHASE**
(The Study of Mercu Buana University Student of Yogyakarta)

ABSTRACT

This research aims to analyze: (1) impact of the brand image of the brand product purchases Eiger. (2) the impact of the quality of the product against the product purchase decisions brands Eiger. (3) the impact of the price of purchase of the product brand of the Eiger. (4) the impact of brand image, product quality, price simultaneously against the decision of the purchase of a product brand of the Eiger. (5) between the variable brand image, product quality and the price of which the most dominant variable of the decision of the purchase of product with brand of eiger. Sampling techniques in the study using a purposive sampling technique with the total sample as many as 100 respondents. Data collection was conducted using a questionnaire that has been tested for validity and reliabilitasnya. On a classic assumption test yielded a regression model of distributed data is normal and does not happen multikolinieritas, and heteroskedastisitas does not occur. Based on the results of the regression equation obtained analysis of $Y = -2,328 + 0,291 \cdot X_1 + x_2 + 0,302 \cdot 0,189 \cdot X_3$. the results of this research indicate that: (1) the image of brand has positive effect and significant of the decision of the buyer the product at Mercu Buana University students of Yogyakarta. (2) the quality of the product of the positive and significant effect against the decision of purchasing brand products Eiger Eiger at Mercu Buana University students of Yogyakarta. (3) the price of the positive and significant effect of brand products Eiger at Mercu Buana University students of Yogyakarta. (4) the brand image, product quality and price simultaneously positive and significant effect against the decision of purchasing brand products Eiger at at Mercu Buana University students of Yogyakarta. (5) the third independent variable from the variables that most dominant influence on purchasing decisions brand products Eiger at Mercu Buana University students of Yogyakarta is the quality of the product.

Keywords: *Brand Image, Product Quality, Price, Purchasing Decision*