

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh atribut produk, harga dan citra merek terhadap proses keputusan pembelian (survei pada mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Pasundan sebagai pengguna *smartphone* Vivo) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 96 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara atribut produk, harga dan citra merek terhadap proses keputusan pembelian. Besarnya pengaruh atribut produk, harga dan citra merek terhadap proses keputusan pembelian secara simultan sebesar 75,9% dan sisanya 24,1% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh atribut produk terhadap proses keputusan pembelian sebesar 37,8%, pengaruh harga terhadap proses keputusan pembelian sebesar 18,5% dan pengaruh citra merek terhadap proses keputusan pembelian sebesar 19,5%, sehingga dapat disimpulkan bahwa atribut produk memberikan pengaruh paling besar terhadap proses keputusan pembelian.

Kata kunci : Atribut Produk, Harga, Citra Merek dan Proses Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of product attributes, prices and brand image on purchasing decision process (survey on S1 students of the Faculty of Economics and Business University of Pasundan as Vivo smartphone users) simultaneously or partially. The research method used is descriptive and verification method are used as the research method with a total sample 96 respondent. The research instrument use validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant influence between product attributes, prices and brand image of purchasing decision process. Influence of product attributes, prices and brand image on the purchasing decision process simultaneously is 75.9% and the remaining 24.1% is influenced by other variables not examined. Partially the influence of product attributes on the purchasing decision process is 37.8%, the effect of prices on the purchasing decision process is 18.5% and the effect of brand image on the purchasing decision process is 19.5%. Therefore it can be concluded that product attributes have the most influence on the purchasing decision process.

Keywords: *Product Attributes, Price, Brand Image and Purchasing Decision Process*