

## ABSTRAK

Penelitian ini dilakukan berdasarkan data 3 (tiga) industri unggul PDB menurut lapangan usaha tahun 2017-2019, yang mana industri kimia, farmasi, obat tradisional dan kosmetik memiliki kontribusi besar terhadap PDB namun persentase setiap tahunnya mengalami penurunan yang cukup jauh dibandingkan dengan dua industri lainnya dan kosmetik Sariayu memiliki transaksi yang paling sedikit dibandingkan dengan yang lainnya berdasarkan data transaksi, hal tersebut terjadi karena rendahnya kepuasan pelanggan terhadap Sariayu di Indramayu sehingga rendahnya keputusan pembelian pelanggan terhadap Sariayu yang mengakibatkan penjualan Sariayu di Indramayu mengalami fluktuatif. Rendahnya keputusan pembelian Sariayu di Indramayu tersebut diakibatkan adanya pengaruh *brand image* dan harga. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan harga terhadap keputusan pembelian serta dampaknya pada kepuasan pelanggan (survei pada pelanggan Sariayu di Indramayu) baik secara simultan maupun parsial. Metode penelitian yang digunakan yaitu metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 97 responden. Metode analisis data yang digunakan dalam penelitian ini yaitu analisis jalur (*path analysis*), korelasi berganda koefisien determinasi, uji hipotesis simultan dan uji hipotesis parsial.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *brand image*, harga dan keputusan pembelian terhadap kepuasan pelanggan secara simultan yaitu sebesar 85,8% dan sisanya 14,2% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Pengaruh *brand image* terhadap keputusan pembelian secara parsial yaitu sebesar 31,7% pengaruh harga terhadap keputusan pembelian sebesar 24,9%, *brand image* terhadap kepuasan pelanggan sebesar 9,9%, harga terhadap kepuasan pelanggan sebesar 6,2% dan keputusan pembelian terhadap kepuasan pelanggan sebesar 69,7%. Dapat disimpulkan bahwa variabel keputusan pembelian memberikan pengaruh paling besar terhadap kepuasan pelanggan.

**Kata kunci:** *Brand Image*, Harga, Keputusan Pembelian dan Kepuasan Pelanggan

## **ABSTRACT**

*This research was conducted based on data from 3 (three) leading industries of GDP by business field in 2017-2019, in which the chemical, pharmaceutical, traditional medicine and cosmetic industries have a large contribution to GDP but the percentage each year has decreased considerably compared to the other two industries. and Sariayu cosmetics have the fewest transactions compared to others based on transaction data, this is due to low customer satisfaction with Sariayu in Indramayu so that customers' purchasing decisions against Sariayu are low which causes Sariayu sales in Indramayu to fluctuate. The low decision to buy Sariayu in Indramayu is due to the influence of brand image and price. This study aims to determine the effect of brand image and price on purchasing decisions and their impact on customer satisfaction (a survey of Sariayu customers in Indramayu) either simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 97 respondents. The data analysis method used in this research is path analysis, multiple correlation coefficient of determination, simultaneous hypothesis testing and partial hypothesis testing.*

*The results showed that there was a positive and significant influence between brand image, price and purchasing decisions on customer satisfaction simultaneously, which was 85.8% and the remaining 14.2% was influenced by other variables not examined in this study. The effect of brand image on purchasing decisions partially is 31.7%, the effect of price on purchasing decisions is 24.9%, brand image is on customer satisfaction by 9.9%, price on customer satisfaction is 6.2% and purchasing decisions on satisfaction customers by 69.7%. It can be said that the purchasing decision variables have the greatest influence on customer satisfaction.*

**Keywords: Brand Image, Price, Purchase Decision and Customer Satisfaction**