

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, harga, dan promosi terhadap keputusan pembelian (survei pada pelanggan Mamasuka di Toserba Yogya Kepatihan Kota Bandung) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 99 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *brand image*, harga, dan promosi terhadap keputusan pembelian. Besarnya pengaruh *brand image*, harga, dan promosi terhadap keputusan pembelian secara simultan 66,7% dan sisanya 33,3% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *brand image* terhadap keputusan pembelian sebesar 16,5%, pengaruh harga terhadap keputusan pembelian sebesar 28,8%, dan pengaruh promosi terhadap keputusan pembelian sebesar 21,3% sehingga dapat disimpulkan bahwa harga dan promosi memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata kunci: *Brand Image*, Harga, Promosi dan Keputusan Pembelian

ABSTRACT

This research aims to determine the influence of brand image, price and promotion on purchasing decisions (survey of Mamasuka customers at Yogya Kepatihan Department Store, Bandung City) simultaneously or partially. The research method used was descriptive and verification method with a sample size of 99 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The research results show that there is a positive and significant influence between brand image, price and promotion on purchasing decisions. The magnitude of the influence of brand image, price and promotion on purchasing decisions simultaneously is 66.7% and the remaining 33.3% is influenced by other variables not studied. Partially, the influence of brand image on purchasing decisions is 16.5%, the influence of price on purchasing decisions is 28.8%, and the influence of promotion on purchasing decisions is 21.3% so it can be concluded that price and promotion have the greatest influence on decisions. purchase.

Keywords: Brand Image, Price, Promotion and Purchasing Decisions