

## **ABSTRACT**

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### **THE INFLUENCE OF PRICE, PERCEIVED VALUE, AND PERCEIVED QUALITY TOWARDS CUSTOMER PURCHASE DECISION AT JANJI JIWA JILID 229 BINJAI**

(xxi+152 pages; 8 figures; 63 tables; 20 appendices)

The amount of coffee shops in Indonesia are increasing along with the domestic coffee consumption. Based on a lot of new coffee shops brand, the writer wants to find out the influence of price, perceived value, and perceived quality towards customer purchase decision at Janji Jiwa Jilid 229 Binjai. This research is using quantitative methods. The data are collected by spreading the questionnaire to 100 respondents using purposive sampling method. The data are passed the data quality test and were analyzed using multiple linear regressions methods.

The results of this research show that, price has no influence towards customer purchase decision, perceived value has influence towards customer purchase decision, and perceived quality has influence towards customer purchase decision. For simultaneous influence for this research, price, perceived value, and perceived quality has simultaneous influence towards customer purchase decision. the writer suggests Janji Jiwa Jilid 229 Binjai to focus more on perceived value and perceived quality to the customer based on the research results that show that price does not have influence towards customer purchase decision.

**Keywords: Price, Perceived Value, Perceived Quality, Customer Purchase Decision**

References: 36 (1988-2020)

## **ABSTRAK**

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### ***PENGARUH HARGA, PERSEPSI NILAI, DAN PERSEPSI KUALITAS TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI JANJI JIWA JILID 229 BINJAI***

(xxi+152 Halaman; 8 figur; 63 tabel; 20 Lampiran)

Jumlah kedai kopi di Indonesia semakin meningkat seiring dengan konsumsi kopi dalam negeri. Berdasarkan banyaknya brand baru kedai kopi, penulis ingin mengetahui pengaruh harga, persepsi nilai, dan persepsi kualitas terhadap keputusan pembelian pelanggan di Janji Jiwa Jilid 229 Binjai. Penelitian ini menggunakan metode kuantitatif. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden dengan menggunakan metode purposive sampling. Data lolos uji kualitas data dan dianalisis menggunakan metode regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa harga tidak berpengaruh terhadap keputusan pembelian konsumen, persepsi nilai berpengaruh terhadap keputusan pembelian konsumen, dan persepsi kualitas berpengaruh terhadap keputusan pembelian konsumen. Untuk pengaruh simultan untuk penelitian ini, harga, nilai yang dipersepsikan, dan kualitas yang dipersepsikan secara simultan berpengaruh terhadap keputusan pembelian pelanggan. Penulis menyarankan Janji Jiwa Jilid 229 Binjai untuk lebih fokus pada persepsi nilai dan persepsi kualitas pelanggan berdasarkan hasil penelitian yang menunjukkan bahwa harga tidak berpengaruh terhadap keputusan pembelian pelanggan.

**Kata kunci:** Harga, Persepsi Nilai, Persepsi Kualitas, Keputusan Pembelian Pelanggan

References: 36 (1988-2020)