

ABSTRACT

EVELYN JOVINKA CAROLINE

03013190015

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY TOWARDS CUSTOMER PURCHASE DECISION AT BOSHI BAKERY BALI

(xviii + 204 pages; 7 figures; 28 tables; 14 appendixes)

The food and beverages sector in Indonesia is one of the primary revenue generator for the country. Many of the top five food products in the Asia Pacific area are wheat-based bread. It is influenced by local customs and traditions, accessibility to all racial and ethnic groups, and a wide range of products, including bakery goods for utilitarian and specialized uses.

The purpose of this research is to find out the influence of the independent variables, named Brand Image, Price, and Product Quality to the dependent variable, which is Customer Purchase Decision. The hypotheses contains four to be tested. Brand image is the attitude of belief and preferences for a brand. Price is a number of factor in making purchase, the value of a product. Product quality is the characteristics of the product to meet customer needs.

This research used the quantitative method. To have the primary data, it is collected from the interview of research object and the questionnaire usage. The secondary data is collected from online journals and internet data. The total sample used in this research is 96 people by the non-probability sampling method. SPSS 25.0 software is being employed.

The research object is Boshi Bakery Bali, a bakery shop that serves breads, cakes, and local desserts with fair price. It was first opened in 2017 in Nusa Dua, Bali. The result shows that brand image has significant influence towards customer purchase decision; price has significant influence towards customer purchase decision; product quality has significant influence towards customer purchase decision; and brand image, price, and product quality simultaneously have significant influence towards customer purchase decision.

To improve the business, the brand can use e-marketing, social media, communicating value, analyse market price, maintain consistency, creature of standard operating procedures, use higher quality ingredients.

Keywords: Brand Image, Price, Product Quality, Customer Purchase Decision

References: 139 (2017-2022)

ABSTRAK

EVELYN JOVINKA CAROLINE

03013190015

PENGARUH CITRA MEREK, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI BOSHI BAKERY BALI

(xviii + 204 halaman; 7 figur; 28 tabel; 14 lampiran)

Sektor makanan dan minuman di Indonesia merupakan salah satu penghasil pendapatan utama negara. Banyak dari lima produk makanan teratas di kawasan Asia Pasifik adalah roti berbahan dasar gandum. Hal ini dipengaruhi oleh adat dan tradisi lokal, aksesibilitas ke semua kelompok ras dan etnis, dan berbagai macam produk, termasuk barang-barang roti untuk kegunaan utilitarian dan khusus.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel bebas yaitu Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Pelanggan. Hipotesis berisi empat yang akan diuji. Citra merek adalah sikap keyakinan dan preferensi terhadap suatu merek. Harga adalah sejumlah faktor dalam melakukan pembelian, nilai suatu produk. Kualitas produk adalah karakteristik produk untuk memenuhi kebutuhan pelanggan.

Penelitian ini menggunakan metode kuantitatif. Untuk memperoleh data primer diperoleh dari wawancara terhadap objek penelitian dan penggunaan kuesioner. Data sekunder dikumpulkan dari jurnal dan data internet. Jumlah sampel yang digunakan dalam penelitian ini adalah 96 orang dengan metode non-probability sampling. Perangkat lunak SPSS 25.0 sedang digunakan.

Objek penelitian adalah Boshi Bakery Bali. Hasil penelitian menunjukkan bahwa citra merek, harga, dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian konsumen; dan citra merek, harga, dan kualitas produk secara simultan berpengaruh signifikan terhadap keputusan pembelian konsumen.

Untuk meningkatkan bisnis, merek dapat menggunakan e-marketing, media sosial, mengkomunikasikan nilai, menganalisis harga pasar, menjaga konsistensi, membuat prosedur operasi standar, menggunakan bahan-bahan berkualitas lebih tinggi.

Kata Kunci: Citra Merek, Harga, Kualitas Produk, Keputusan Pembelian Pelanggan

Referensi: 139 (2017-2022)