ABSTRACT

JOICE

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THE INFLUENCE OF BRAND IMAGE AND PRICE TOWARDS

CUSTOMER PURCHASE DECISION AT

PT. SARI LAUT NELAYAN, MEDAN

(xiii+78 pages; 2 figures; 49 tables; 8 appendixes)

Nowadays business in Indonesia keeps developing especially in this Medan city. This development causes competition to gets tighter and tighter. This tendency results that business or the company has to keep innovating and provide a better strategy to win their customers' attention. Recently, company or business is not only about profit oriented. It also focuses on image, creating its own uniqueness and price positioning.

Hence, the purpose of this research is to have a deeper understanding of the influence of brand image and price towards customer purchase decision at PT.Sari Laut Nelayan. The data collection method was done through spreading questionnaire to customers dining at Nelayan restaurant during period of August 2022. The data analysis method was conducted with validity test, reliability test, descriptive analysis method, research instrument test, classical assumption test, multiple linear regression, coefficient of determination test, and hypothesis testing.

From the result of the research it can be proven that the brand image and price of PT. Sari Laut Nelayan does influence the customer purchase decision to dine at Nelayan restaurant.

Keywords: Brand Image, Price, Customer Purchase Decision, PT. Sari Laut Nelayan

References: 17 (2018-2020)

ABSTRAK

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PENGARUH CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PT. SARI LAUT NELAYAN, MEDAN

(xiii+78 pages; 2 figures; 49 tables; 8 appendixes)

Saat ini bisnis di Indonesia terus berkembang terutama di kota Medan ini. Perkembangan ini menyebabkan persaingan semakin ketat. Kecenderungan ini mengakibatkan bisnis atau perusahaan harus terus berinovasi dan memberikan strategi yang lebih baik untuk menarik perhatian pelanggannya. Saat ini, perusahaan atau bisnis tidak hanya berorientasi pada keuntungan. Ini juga berfokus pada citra, menciptakan keunikan dan positioning harga tersendiri.

Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui lebih dalam tentang pengaruh citra merek dan harga terhadap keputusan pembelian konsumen pada PT.Sari Laut Nelayan. Metode pengumpulan data dilakukan melalui penyebaran kuesioner kepada pelanggan yang makan di restoran Nelayan pada bulan Augustus 2022. Metode analisis data dilakukan dengan uji validitas, uji reliabilitas, metode analisis deskriptif, uji instrumen penelitian, uji asumsi klasik, regresi linier berganda, koefisien determinasi pengujian, dan pengujian hipotesis.

Dari hasil penelitian dapat dibuktikan bahwa citra merek dan harga PT. Sari Laut Nelayan memang mempengaruhi keputusan pembelian pelanggan untuk bersantap di restoran Nelayan.

Keywords: Brand Image, Price, Customer Purchase Decision, PT. Sari Laut Nelayan

Referensi: 17 (2018-2020)