ABSTRAK

Prasintia Prasetya (01619220054)

PENGARUH KUALITAS PRODUK, HARGA, PROMOSI, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN WANITA DI *ONLINE SHOP*

(ix + 72 halaman, 17 tabel, 1 gambar, 3 lampiran)

      Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh dari kualitas produk, harga, promosi dan citra merek terhadap keputusan pembelian pakaian wanita di *online shop.* Penelitian ini menggunakan data primer yang dikumpulkan dari 153 responden konsumen wanita di Jabodetabek yang pernah melakukan pembelian pakaian wanita di *online shop* dalam satu tahun terakhir. Penelitian menggunakan teknik sampling *purposive sampling*. Pengujian dalam penelitian ini mengggunakan *software* SPSS dengan analisis regresi linier berganda. Hasil penelitan menunjukkan bahwa kualitas produk secara parsial berpengaruh positif terhadap keputusan pembelian, harga secara parsial tidak berpengaruh positif terhadap keputusan pembelian, promosi secara parsial berpengaruh positif terhadap keputusan pembelian, citra merek secara parsial berpengaruh positif terhadap keputusan pembelian, dan kualitas produk, harga, promosi, dan citra merek secara simultan berpengaruh positif terhadap keputusan pembelian. Diharapkan model ini dapat digunakan juga oleh para pelaku bisnis pakaian wanita di *online shop* dalam menyusun strategi pemasaran untuk meningkatkan keputusan pembelian konsumennya.

Kata Kunci: kualitas, harga, promosi, citra merek, keputusan pembelian

Referensi: 23 (2011-2022)

ABSTRACT

Prasintia Prasetya (01619220054)

THE IMPACT OF PRODUCT QUALITY, PRICE, PROMOTION, AND BRAND IMAGE TO PURCHASE DECISION OF WOMEN'S CLOTHING BUSINESSES IN ONLINE SHOP

(ix + 72 pages, 17 tables, 1 figures, 3 appendices)

This research aims to examine and analyze the influence of product quality, price, promotion, and brand image on the purchasing decisions of women's clothing in online shop. Primary data for this study were collected from 153 respondents, women's clothing consumers in Jabodetabek, who made purchases from online shop within the last year. The study employed purposive sampling techniques. Statistical analysis was conducted using the SPSS software, employing multiple linear regression analysis. The research findings indicate that product quality, partially, has a positive influence on purchasing decisions. Price, partially, does not have a positive impact on purchasing decisions. Promotion, partially, has a positive influence on purchasing decisions. Brand image, partially, has a positive impact on purchasing decisions. Furthermore, product quality, price, promotion, and brand image, collectively, have a positive influence on purchasing decisions. It is hoped that this model can also be utilized by women's clothing businesses in online shop to formulate marketing strategies to enhance consumer purchasing decision.

Keywords: quality, price, promotion, brand image, purchasing decisions.

Reference: 23 (2011-2022)