

**PENGARUH PERSEPSI HARGA, KUALITAS PRODUK, DAN  
CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN  
KONSUMEN PAKAIAN H&M DI MALL KELAPA GADING**

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Diajukan sebagai salah satu syarat

Untuk memperoleh gelar Sarjana Manajemen

Program studi : Manajemen

Konsentrasi : Pemasaran



**INSTITUT BISNIS DAN INFORMATIKA KWIK KIAN GIE**

**JAKARTA**

**Oktober 2020**

## PENGESAHAN

# PENGARUH PERSEPSI HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PAKAIAN H&M DI MALL KELAPA GADING

**Diajukan Oleh**

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**Jakarta, 14 Oktober 2020**

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**INSTITUT BISNIS dan INFORMATIKA KWIK KIAN GIE**

**JAKARTA 2020**

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## ABSTRAK

1

Iyan Suyoto / 21160043 / 2020 / Pengaruh Persepsi Harga, Kualitas Produk, dan Citra

1. **Hayati Suyoto / 21100043 / 2020 / Pengaruh Persepsi Harga, Kualitas Produk, dan Citra Merek terhadap Keputusan Pembelian Konsumen Pakaian H&M di Mall Kelapa Gading/ Dr. Ir. Abdullah Rakhman, M.M.**

Adanya persaingan yang semakin ketat akibat dari ancaman bertambahnya produk-produk yang sejenis di pasar juga telah menuntut produsen untuk mampu bersaing dan menunjukkan identitas keberadaan produknya. Di tengah ketatnya persaingan tersebut, perusahaan berusaha untuk melakukan kebijakan bisnis untuk meraih pangsa pasar yang ditargetkan. Oleh karena itu penelitian ini akan membahas mengenai persepsi harga, kualitas produk dan citra merek terhadap keputusan pembelian produk H&M di Mall Kelapa Gading.

Terdapat dua jenis variabel dalam penelitian ini, yaitu variabel independent yang terdiri dari persepsi harga, kualitas produk dan citra merek dan variabel dependen yang terdiri dari keputusan pembelian.

Objek penelitian ini adalah H&M di Mall Kelapa Gading. Metode pada penelitian ini menggunakan analisis deskriptif dan analisis regresi berganda. Pengambilan sampel ini dilakukan dengan cara *nonprobability sampling* dengan teknik *purposive sampling*.

Pengujian yang termasuk dalam penelitian ini yaitu analisis deskriptif, analisis data responden, uji deskriptif, uji asumsi klasik, dan uji analisis regresi berganda.

Kesimpulan dalam penelitian ini adalah persepsi harga tidak berpengaruh positif terhadap keputusan pembelian, namun kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Persepsi Harga, Kualitas Produk, *Brand Image*, Keputusan Pembelian

## ABSTRACT

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Iyan Suyoto / 21160043/ 2020 / The effect Price Perception, Quality Product and Brand Image on purchase Decision for H&M Clothes Kelapa Gading/ Dr. Ir. Abdullah Rakhman, M.M.

The existence of increasingly fierce competition as a result of the threat of increasing similar products in the market has also required producers to be able to compete and show the identity of their product existence. In the midst of intense competition, the company is trying to implement business policies to gain targeted market share. Therefore, this research will discuss the perception of price, product quality and brand image on purchasing decisions for H&M products at Mall Kelapa Gading.

There are two types of variables in this study, namely the independent variable consisting of price perception, product quality and brand image and the dependent variable consisting of purchase decisions.

The object of this research is H&M at Mall Kelapa Gading. The method in this study uses descriptive analysis and multiple regression analysis. This sample was taken by means of nonprobability sampling with purposive sampling technique.

The tests included in this research are descriptive analysis, respondent data analysis, descriptive test, classical assumption test, and multiple regression analysis.

The conclusion in this study is that price perception has no positive effect on purchasing decisions, but product quality and brand image have a positive effect and significant on purchasing decisions.

Keywords : Price Perception, Product Quality, Brand Image and Purchase Decisions.

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## KATA PENGANTAR

Ucapan puji dan syukur penulis panjatkan kepada Tuhan Yang Maha Esa yang telah melimpahkan anugerah-Nya dan memberikan saya kesempatan untuk menyelesaikan skripsi ini dengan baik. Skripsi ini disusun guna melengkapi salah satu syarat untuk memperoleh gelar Sarjana Manajemen di Institut Bisnis dan Informatika Kwik Kian Gie.

Peneliti mengalami banyak kendala dalam penyusunan skripsi ini. Namun, peneliti berhasil menyelesaikan skripsi ini dengan bimbingan, bantuan, dan dukungan dari berbagai pihak. Dikesempatan ini, Penulis mengucapkan terima kasih kepada pihak-pihak terkait yang telah memberi yang telah membantu dalam penyelesaikan skripsi ini, antara lain :

1. Bapak Dr. Ir. Abdullah Rakhman, M.M Selaku Dosen Pembimbing atas kesabaran dengan memberikan arahan dan bimbingannya dan telah membagi ilmu yang sangat berharga sehingga skripsi ini dapat terselesaikan dengan baik.
2. Seluruh dosen Institut Bisnis dan Informatika Kwik Kian Gie School of Business yang memberikan pengetahuan yang bermanfaat kepada peneliti selama proses perkuliahan.
3. Para karyawan Institut Bisnis dan Informatika Kwik Kian Gie School of Business yang dengan ramah membantu peneliti selama proses perkuliahan hingga penyusunan skripsi.
4. Kedua orang tua peneliti yang senantiasa mendukung peneliti secara materil dan moral sampai peneliti mempunyai kesempatan menyelesaikan skripsi.
5. Semua teman-teman yang terlibat dalam proses penyusunan laporan ini yang tidak bisa saya ucapkan satu persatu yang telah mendukung dan menyemangati peneliti dalam menyelesaikan skripsi.

6. Karya akhir Skripsi ini sudah dibuat dengan sebaik-baiknya, namun tentu masih belum sempurna. Oleh karena itu, jika ada kritik atau saran apapun yang sifatnya membangun bagi peneliti, peneliti akan dengan senang hati untuk menerima. Semoga skripsi ini dapat bermanfaat bagi pembaca serta dapat menambah ilmu pengetahuan bagi kita semua.

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Jakarta, 14 Oktober 2020

Iyan Suyoto



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