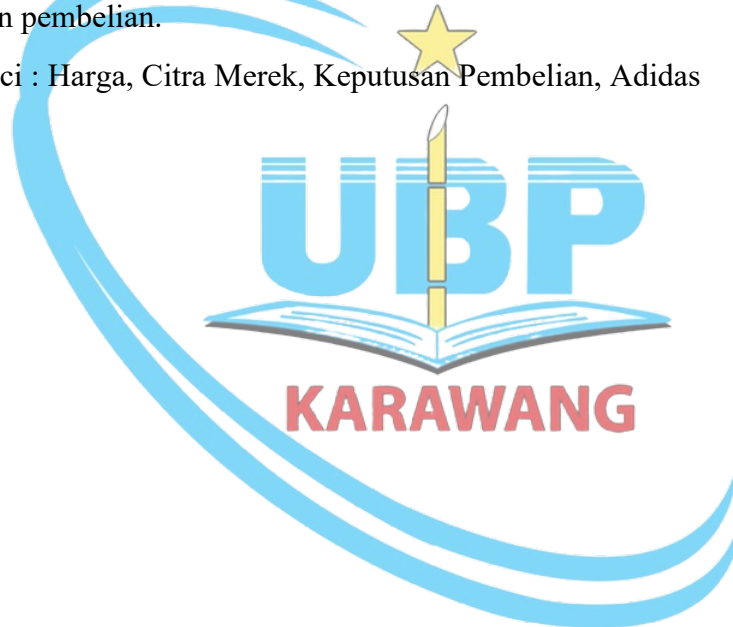


ABSTRAK

Tujuan penelitian untuk mengetahui pengaruh harga dan citra merek terhadap keputusan pembelian. Jenis penelitian menggunakan deskriptif kuantitatif dengan sampel 105 responden. Teknik pengambilan sampel di ambil dengan teknik nonprobability sampling, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukan bahwa; harga dengan kategori 4,40 yang artinya harga sepatu adidas memiliki tingkat persaingan sangat tinggi, citra merek dengan kategori 4,42 yang artinya sepatu adidas terkenal dengan logo yang mudah diingat konsumen, keputusan pembelian dengan kategori 4,35 sangat setuju sepatu adidas memiliki berbagai macam model, harga berpengaruh parsial dan signifikan terhadap keputusan pembelian, citra merek berpengaruh parsial dan signifikan terhadap keputusan pembelian, terdapat pengaruh simultan antara harga dan citra merek terhadap keputusan pembelian.

Kata kunci : Harga, Citra Merek, Keputusan Pembelian, Adidas



ABSTRACT

The purpose of the study was to determine the effect of price and brand image on purchasing decisions. This type of research uses quantitative descriptive with a sample of 105 respondents. The sampling technique was taken using a non-probability sampling technique, the data collection instrument was a questionnaire. Data analysis used multiple linear regression analysis. The results showed that; the price category is 4.40, which means the price of adidas shoes has a very high level of competition, the brand image is in the 4.42 category, which means that adidas shoes are famous with a logo that is easy for consumers to remember, purchasing decisions in the 4.35 category strongly agree that adidas shoes have various kinds. model, the price has a partial and significant effect on purchasing decisions, brand image has a partial and significant effect on purchasing decisions, there is a simultaneous influence between price and brand image on purchasing decisions.

Keyword : Price, Brand Image, Purchasing Decisions, Adidas

