

ABSTRAK

Abdul Muidz, SE. 2017. Pengaruh Citra Merek, Fitur Produk dan Harga Produk Paket Internet Seluler Terhadap Keputusan Pembelian Pelanggan Paket Internet Seluler di Madura.

Pembimbing: (1)Dr. A. Yahya Surya Winata, SE., MSi. (2 Dr. Ir. Nurita Andriani, M.M.

Internet seluler merupakan bagian dari kehidupan sehari-hari, pertumbuhan penetrasi pengguna internet seluler yang sangat pesat saat ini membuat para penyedia layanan internet seluler (operator) berebut pelanggan dan bersaing dalam menciptakan produk produk Paket Internet seluler. Harga produk dan Fitur produk menjadi titik tumpu persaingan guna meningkatkan Keputusan pembelian pada produk masing-masing operator seluler, serta Citra Merek (*Brand image*) menjadi factor penentu baik secara langsung ataupun tidak langsung terhadap Keputusan Pembelian pelanggan. Hasil *Path Analysis* menunjukkan hal yang cukup Menarik terhadap ketiga Variable tersebut yaitu Fitur Produk, Harga Produk dan Citra Merek (*brand image*) terhadap keputusan pembelian pelanggan paket internet seluler yang ada di Madura.

Berdasarkan analisi Jalur yang telah dilakukan, di temukan bahwa terdapat pengaruh Fitur produk dan Harga produk secara parsial ataupun simultan terhadap citra merek dan terdapat pengaruh Fitur produk dan harga produk terhadap keputusan pembelian paket internet seluler di Madura baik itu secara simultan ataupun parsial, hal ini dapat dilihat Uji F signifikansi Fitur produk dan Harga produk terhadap Keputusan pembelian ataupun citra merek dengan nilai signifikansinya sebesar 0.000 jadi masih dibawah 0.05.

Juga terdapat pengaruh tidak langsung antara Fitur Produk terhadap Keputusan Pembelian melalui citra merek (*brand image*), begitu juga terdapat pengaruh tidak langsung antara Harga Produk terhadap keputusan pembelian melalui Citra Merek, Berdasarkan hasil tersebut, menunjukkan bahwa Brand Image memediasi pengaruh antara Fitur Produk Terhadap Keputusan Pembelian.

Kata Kunci : *Fitur Produk, Harga Product, Citra Merek, Brand Image, Keputusan pembelian dan Paket Internet.*

ABSTRACT

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Mobile Internet is a part of human being, the rapid growth of mobile internet user penetration currently makes mobile internet service providers (Network Provider) competing for customers and competing in creating products of mobile Internet Package products. Product pricing and product features become the fulcrum of competition in order to improve purchasing decisions on the products of each mobile operator, as well as the Brand Image into the deciding factor either directly or indirectly to Customer Purchase Decision. Path Analysis results show interesting enough to the three variables are Product Feature, Product Price and Brand Image to the purchasing decision of mobile internet package customers in Madura.

Based on the analysis of the path that has been done, found that there is influence product features and product pricing partially or simultaneously to the brand image and there is influence Product features and product prices to mobile purchases decision mobile internet in Madura either simultaneously or partially, it can Seen Test F signifaction Product features and product price on purchase decisions or brand image with a significance value of 0.000 so still below 0.05.

There is also an indirect influence between the Product Features on the Purchase Decision through the brand image, as well as there is indirect influence between Product Price on purchasing decision through Citra Marek. Based on the result, it shows that Brand Image mediates the influence between Product Features To Decision Purchase.

Keywords: Product Feature, Product Price, Brand Image, Purchase dissection and Internet cellular