

ABSTRAK

Alifiyah Syafira, PENGARUH CITRA MEREK, HARGA, KEMASAN TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM DALAM KEMASAN CLUB DI PRODI MANAJEMEN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS TRUNOJOYO MADURA dibawah bimbingan Triana Setiyarini S.E., M.M.

Tujuan Penelitian ini adalah untuk mengetahui tingkat pengaruh citra merek, harga, kemasan terhadap keputusan pembelian air minum dalam kemasan club di fakultas ekonomi dan bisnis universitas trunojoyo Madura, baik secara simultan maupun secara parsial. Mengetahui variabel Citra Merek yang paling berpengaruh terhadap keputusan pembelian air minum dalam kemasan club fakultas ekonomi dan bisnis universitas trunojoyo.

Penelitian ini menggunakan metode wawancara dan kuesioner. Teknik penarikan sampel menggunakan rumus Cochran, dan di analisis dengan analisis regresi linier berganda. Populasi pada penelitian ini sebanyak 97 responden dari konsumen yang mengonsumsi Air Minum dalam Kemasan Club di Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Teknik Analisis data pada penelitian ini menggunakan Analisis Statistik Deskriptif, Uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linear berganda, dan Hipotesis (Uji Parsial dan Uji Simultan).

Hasil hipotesis penelitian ini secara Parsial Citra merek berpengaruh terhadap keputusan pembelian, Harga berpengaruh terhadap keputusan pembelian, kemasan berpengaruh terhadap keputusan pembelian, dan secara simultan Citra merek, Harga, dan Kemasan sama-sama berpengaruh terhadap keputusan pembelian.

Kata kunci:Citra Merek, Harga, Kemasan, Dan Keputusan Pembelian

ABSTRACT

Alifiyah Syafira, THE INFLUENCE OF BRAND IMAGE, PRICE, PACKAGING ON DECISIONS TO PURCHASE CLUB PACKAGED DRINKING WATER IN THE MANAGEMENT PROGRAM, FACULTY OF ECONOMICS AND BUSINESS, TRUNOJOYO UNIVERSITY OF MADURA under the guidance of Triana Setiyarini S.E., M.M.

The aim of this research is to determine the level of influence of brand image, price, packaging on the decision to purchase club bottled drinking water at the Faculty of Economics and Business, Trunojoyo University, Madura, both simultaneously and partially. Knowing the Brand Image variables that have the most influence on the decision to purchase bottled drinking water at the Faculty of Economics and Business Club, Trunojoyo University.

This research uses interview and questionnaire methods. The sampling technique used the Cochran formula, and was analyzed using multiple linear regression analysis. The population in this study was 97 respondents from consumers who consumed Club Bottled Drinking Water in the Management Study Program, Faculty of Economics and Business, Trunojoyo University, Madura. Data analysis techniques in this research use descriptive statistical analysis, validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, and hypothesis (partial test and simultaneous test).

The results of this research hypothesis partially influence brand image on purchasing decisions, price influences purchasing decisions, packaging influences purchasing decisions, and simultaneously brand image, price and packaging equally influence purchasing decisions.

Keywords: Brand Image, Price, Packaging, and Purchasing Decision