THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE TOWARD PURCHASE DECISION
(Empirical Study On Consumer CV. Rown Division in Surakarta)

THESIS
Submitted In Partial Fulfillment of The Requirement In Order to Obtain a Bachelor degree in Economics Department of Management Dual Degree at the Faculty of Economics Muhammadiyah University of Surakarta

By

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MOTTO

"And (remember) Zakariya, when he called on his Lord: "O my Lord let me live Thou and Thou alone heir Most Good". (Q.S AL-ANBIYAA 89)

Not all faced can be changed, but nothing can be changed if we do not deal with it. (James Baldwin).

“So long as you feel you are still green, you will grow. Once you feel you mature, you begin to rot” (Scott Horton)

If ever a sense of peace can only be bought with riches, how difficult it had become a man. Fortunately sense of peace can be owned by anyone who would lean his heart in terms of worldliness, helpfulness towards others and surrender life to ALLAH SUBHANAHUWATA’ALA (Author)
DEDICATION

With all humility authors dedicate this special little work to:

- Allah, who gives life and death holds every creature, without His writing is not meaningful. Hopefully, from start to finish can provide practice for us all amen.

- The Prophet Sholawat and greetings may always devoted to his Prophet Muhammad, his family and friends.

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ABSTRACT

The main purpose of this research is to analyze brand image, product quality and price which determines customer decision to buy the product of CV Rown Division Surakarta. The population in this research is the whole customer of CV Rown Division Surakarta. This research is a quantitative research using factor analysis. Samples taken as research object are 100 respondents who have purchased the product on the CV Rown Division Surakarta and data was taken by questionnaire. Instrument test used validity test and reliability test.

The analysis of data using multiple linear regression validated by the data normality test, multicollinearity test, heteroscedasticity test, determination test, F test and t test. As for processing the data were analyzed with SPSS 21.00 for Windows.

The result of the research shows positive and significant effects of brand image ($X_1$), Product quality ($X_2$) and price ($X_3$) on Purchase decision (Y) at CV Rown Division Surakarta.

Keywords: brand image, product quality, price, and purchase decision.

ABSTRAK

Tujuan dari penilitian ini untuk menganalisis citra merek, kualitas produk, dan harga terhadap keputusan pembelian pada produk CV Rown Division Surakarta. Populasi dalam penelitian ini yaitu seluruh konsumen yang membeli produk di CV Rown Division Surakarta. Penelitian ini adalah penelitian kuantitatif dengan menggunakan analisis faktor. Sampel yang dijadikan objek penelitian sebanyak 100 responden yang telah melakukan pembelian produk di CV Rown Division Surakarta dan dilakukan pengambilan data melalui kuesioner. Uji instrumen menggunakan uji validitas dan reliabilitas.

Untuk analisis data menggunakan regresi linier berganda yang diperkuat dengan uji normalitas data, uji multikolineritas, uji heteroskedastisitas, uji determinasi, uji F serta uji t. Sedangkan untuk pengolahan data dianalisis dengan alat bantu SPSS 21.00 untuk Windows.

Hasil penelitian menunjukan adanya pengaruh signifikan antara citra merek ($X_1$), kualitas produk ($X_2$) dan harga ($X_3$) terhadap keputusan pembelian (Y) di CV Rown Division Surakarta.

Kata kunci : Citra merek, Kualitas produk, Harga, dan Keputusan pembelian.
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Alhamdulillah, praise for the presence of Allah SWT who has given grace, guidance to the author so that I can finish this thesis with the title "THE EFFECT OF BRAND IMAGE, QUALITY PRODUCTS, AND PRICE TOWARD PURCHASE DECISION(Empirical Study On Consumer CV Rown Division Surakarta).

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_Wassalamu’alaikum Wr. Wb_

Surakarta, February 2016

(Henry Susanto)
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