ABSTRAK

Sonia Theresia Manurung, Analisis Pengaruh Brand, Persepsi Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Minyak Goreng Bimoli di Pajak Horas, Kecamatan Pematang Siantar. Dibimbing oleh Ir.Saprida, MM., Mappi (Cert.).

Penelitian ini bertujuan untuk mengetahui pengaruh brand, persepsi harga, dan kualitas produk terhadap keputusan pembelian konsumen minyak goreng bimoli. Dalam penelitian ini pengambilan sampel menggunakan rumus slovin dengan jumlah sampel sebanyak 100 responden. Penelitian ini dilakukan pada bulan April-Juni 2021. Metode analisis data yang digunakan adalah metode Analisis Linear Berganda. Pengolahan data dibantu dengan Microsoft Excel 2007 dan SPSS Versi 16. Penentuan sampel menggunakan metode *accidental sampling* ysaitu sampel secara kebetulan. Data penelitian ini menggunakan data primer. Hasil regresi linear berganda penelitian ini disimpulkan bahwa variabel Brand, Persepi Harga, dan Kualitas Produk memiliki koefisien masing-masing sebesar 0,181 (X1); 0,144 (X2); dan 0,136 (X3) yang dimana artinya setiap peningkatan brand, persepsi harga, dan kualitas produk masing-masing sebesar 1% maka akan meningkat keputusan pembelian minyak goreng bimoli sebesar 0,181; 0,144; dan 0,136. Berdasarkan analisis regresi linear berganda brand paling dominan berpengaruh terhadap keputusan pembelian minyak goreng bimoli dengan hasil angka indeks sebesar 0,181.

Kata kunci : Brand, Persepsi Harga, Kualitas Produk, Keputusan Pembelian Konsumen Minyak Goreng Bimoli, Analisis Regresi Linear Berganda.

ABSTRACT

Sonia Theresia Manurung, Analysis of the Effect of Brand, Price Perception, and Product Quality on Consumer Purchase Decisions for Bimoli Cooking Oil at Horas Tax, Pematang Siantar Regency. Supervised by Ir.Saprida, MM., Mappi (Cert.).

This study aims to determine the effect of brand, price perception, and product quality on consumer purchasing decisions of bimoli cooking oil. In this study, the sample was taken using the Slovin formula with a total sample of 100 respondents. This research was conducted in April-June 2021. The data analysis method used was the Multiple Linear Analysis method. Data processing was assisted by Microsoft Excel 2007 and SPSS Version 16. Determination of the sample using the accidental sampling method, namely the sample by chance. This research data uses primary data. The results of multiple linear regression of this study conclude that the variables of Brand, Price Perception, and Product Quality have coefficients of 0.181 (X1), respectively; 0.144 (X2); and 0.136 (X3), which means that each increase in brand, price perception, and product quality by 1% will increase the purchasing decision of bimoli cooking oil by 0.181; 0.144; and 0.136. Based on multiple linear regression analysis, the most dominant brand has an effect on purchasing decisions for bimoli cooking oil with an index number of 0.181.

Keywords: *Brand, Price Perception, Product Quality, Consumer Purchase Decision of Bimoli Cooking Oil, Multiple Linear Regression Analysis.*