

ABSTRAK

Lase, Viky Martin, 2025. *Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian Produk Kue di CV Wery Group*. Skripsi. Pembimbing Otanius Laia, S.E., M.M.

Penelitian ini bertujuan untuk pengaruh citra merek dan harga terhadap keputusan pembelian produk kue di CV. Wery Group. Metode Penelitian yang digunakan dalam penelitian ini menggunakan Metode Penelitian Kuantitatif. Di mana responden berjumlah 90 orang konsumen. Hasil analisis data menunjukkan bahwa citra merek berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian produk kue di CV. Wery Group. Selanjutnya hasil analisis data menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk kue di CV. Wery Group. Kemudian Hasil analisis data menunjukkan bahwa citra merek dan harga bersama – sama berpengaruh terhadap keputusan pembelian produk kue di CV. Wery Group.

Berdasarkan perhitungan koefisien determinan, maka diperoleh koefisien determinan sebesar 0,172 menunjukkan bahwa 17,2% variasi dalam keputusan pembelian dapat dijelaskan oleh variabel independen, citra merek, dan harga—sedangkan 82,8% sisanya dipengaruhi oleh faktor lain yang tidak dibahas dalam penelitian ini.

Kata Kunci: Citra Merek, Harga, Keputusan Pembelian.

ABSTRACT

Lase, Viky Martin, 2025. *The Effect of Brand Image and Price on Purchasing Decisions for Cake Products at CV Wery Group*. Mini Thesis. Advisor Otanius Laia, S.E., M.M.

This study aims to examine the influence of brand image and price on purchasing decisions for cake products at CV. Wery Group. The research method used in this study was quantitative research. The respondents were 90 consumers. The data analysis results indicate that brand image has a negative and insignificant effect on purchasing decisions for cake products at CV. Wery Group. Furthermore, the data analysis results indicate that price has a positive and significant effect on purchasing decisions for cake products at CV. Wery Group. Furthermore, the data analysis results indicate that brand image and price jointly influence purchasing decisions for cake products at CV. Wery Group.

Based on the calculation of the coefficient of determination, a coefficient of determination of 0.172 was obtained, indicating that 17.2% of the variation in purchasing decisions can be explained by the independent variables—brand image and price—while the remaining 82.8% is influenced by other factors not discussed in this study.

Keywords: Brand Image, Price, Purchase Decision.