

## ABSTRAK

Rio Agus Pratama. 16610076. "Pengaruh *Brand Image*, Diskon Harga, dan Kualitas Produk terhadap Keputusan Pembelian di Aplikasi Bukalapak".

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Penelitian ini dilatar belakangi oleh pemilihan pembelian yang dilakukan secara *online*. Tujuan penelitian ini untuk mengetahui pengaruh *Brand Image*, Diskon Harga, dan Kualitas Produk terhadap Keputusan Pembelian.

Dalam penelitian ini data dikumpulkan melalui metode kuantitatif dengan menyebarkan kuesioner terhadap 68 responden di FEB UM Metro. Kemudian dilakukan analisis kuantitatif meliputi uji validitas dan uji reliabilitas sebagai pengujian persyaratan instrumen, uji normalitas sebagai pengujian persyaratan analisis, uji t dan uji signifikansi simultan (uji f) sebagai pengujian hipotesis, analisis regresi linear berganda sebagai uji persamaan dan koefisiensi determinasi ( $R^2$ ) serta uji hipotesis statistik.

Berdasarkan hasil penelitian dengan menggunakan analisis regresi linier berganda dan uji t diperoleh Hasil penelitian *Brand Image* secara parsial t berpengaruh terhadap keputusan Pembelian. Hasil penelitian ini menunjukkan bahwa *Brand Image* nilai  $t_{hitung}$  9.220 sedangkan  $t_{tabel}$  1.669 dengan tingkat signifikan  $0.000 > 0.05$ . Hasil penelitian Diskon Harga secara parsial t berpengaruh terhadap Keputusan Pembelian. Hasil penelitian ini menunjukkan bahwa Diskon harga nilai  $t_{hitung}$  3.151 sedangkan  $t_{tabel}$  1.669 dengan tingkat signifikan  $0.002 < 0.05$ . dan Hasil penelitian Kualitas Produk secara parsial t berpengaruh terhadap keputusan pembelian. Hasil penelitian ini menunjukkan bahwa Kualitas Produk nilai  $t_{hitung}$  5.308 sedangkan  $t_{tabel}$  1.669 dengan tingkat signifikan  $0.000 < 0.05$ .

**Kata Kunci : Brand Image, Diskon Harga, Kualitas Produk dan Keputusan Pembelian**

## **ABSTRACT**

Rio Agus Pratama. 16610076. "The Influence of Brand Image, Price Discounts, and Product Quality on Purchasing Decisions in the Bukalapak Application".

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*This research is motivated by the selection of purchases made online. The purpose of this study was to determine the effect of Brand Image, Price Discounts, and Product Quality on Purchasing Decisions.*

*In this study, data was collected through quantitative methods by distributing questionnaires to 68 respondents at FEB UM Metro. Then performed a quantitative analysis including validity and reliability tests as testing instrument requirements, normality testing as testing requirements analysis, simultaneous  $t$  test and significance test ( $f$  test) as hypothesis testing, multiple linear regression analysis as a test of equality and coefficient of determination ( $R^2$ ) and statistical hypothesis test.*

*Based on the results of research using multiple linear regression analysis and  $t$  test, the results of the research on Brand Image partially  $t$  have an effect on purchasing decisions. The results of this study indicate that the Brand Image  $t$  value is 9.220 while the  $t$  table is 1.669 with a significant level of  $0.000 > 0.05$ . The results of the research on price discounts partially  $t$  have an effect on purchasing decisions. The results of this study indicate that the discount price of  $t$  value is 3.151 while  $t$  table is 1,669 with a significant level of  $0.002 < 0.05$ . and the results of the product quality research  $t$  partially affect the purchase decision. The results of this study indicate that the quality of the product  $t$  count is 5.308 while the  $t$  table is 1.669 with a significant level of  $0.000 < 0.05$ .*

**Keywords: Brand Image, Price Discounts, Product Quality and Purchase Decisions**