ABSTRAK

Penelitian ini berjudul "Persepsi Harga, Citra Merek Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian Produk Air Minum Dalam Kemasan Galon Merek Cleo di Desa Wage. Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh dari Persepsi Harga dan Citra Merek terhadap Minat Beli yang berdampak pada Keputusan Pembelian air minum dalam kemasan galon merek cleo di desa Wage, Sidoarjo. Penelitian ini merupakan penelitian Kuantitatif. Populasi yang digunakan pada penelitian ini adalah masyarakat di desa Wage, Sidoarjo berjumlah 50 orang. Teknik sampling yang digunakan adalah *Non Probability Sampling.* Teknik analisis yang digunakan adalah analisis jalur untuk mengetahui kausalitas antar variabel yang dianalisis. Hasil penelitian ini menunjukkan bahwa Persepsi Harga berpengaruh signifikan terhadap Minat Beli sebesar 0,001. Citra Merek berpengaruh signifikan terhadap Minat Beli sebesar 0,001. Persepsi Harga berpengaruh signifikan terhadap Keputusan Pembelian sebesar 0,000. Citra Merek tidak signifikan terhadap keputusan pembelian sebesar 0,844. Minat Beli berpengaruh signifikan terhadap Keputusan Pembelian sebesar 0,013. Persepsi Harga berpengaruh signifikan terhadap Keputusan Pembelian melalui Minat Beli sebesar 0,000 dan Citra Merek tidak signifikan terhadap Keputusan Pembelian melalui Minat Beli sebesar 0,844.

Kata Kunci : Persepsi Harga, Citra Merek, Minat Beli dan Keputusan Pembelian

ABSTRACT

This research is titled "Perception of Price, brand image of buying interest that impact on the decision of purchasing water product in the packaging gallon brand Cleo in Wage village. This research aims to know and analyze the influence of price perception and brand image to buy interest that has an impact on the decision on drinking water in the packaging of the gallon brand Cleo in the village Wage, Sidoarjo. This research is quantitative research. The population used in this research is the community in the village of Wage, Sidoarjo, amounting to 50 people. The sampling technique used is Non Probability Sampling. The analytical techniques used are path analysis to find out the causality between the variables analyzed. The results showed that price perception had significant effect on buy interest of 0.001. Brand image has a significant effect on the buy interest of 0.001. Price perception has a significant effect on purchase decisions of 0.000. The brand image is not significant to a purchase decision of 0.844. Buy interest has a significant effect on purchase decision of 0.013. Price perception has a significant effect on purchase decision by buying interest of 0.000 and the brand image is not significant to purchase decision through buy interest of 0.844.

Keywords : *Price Perception, Brand Image, Purchase Interest and Purchasing Decisions.*