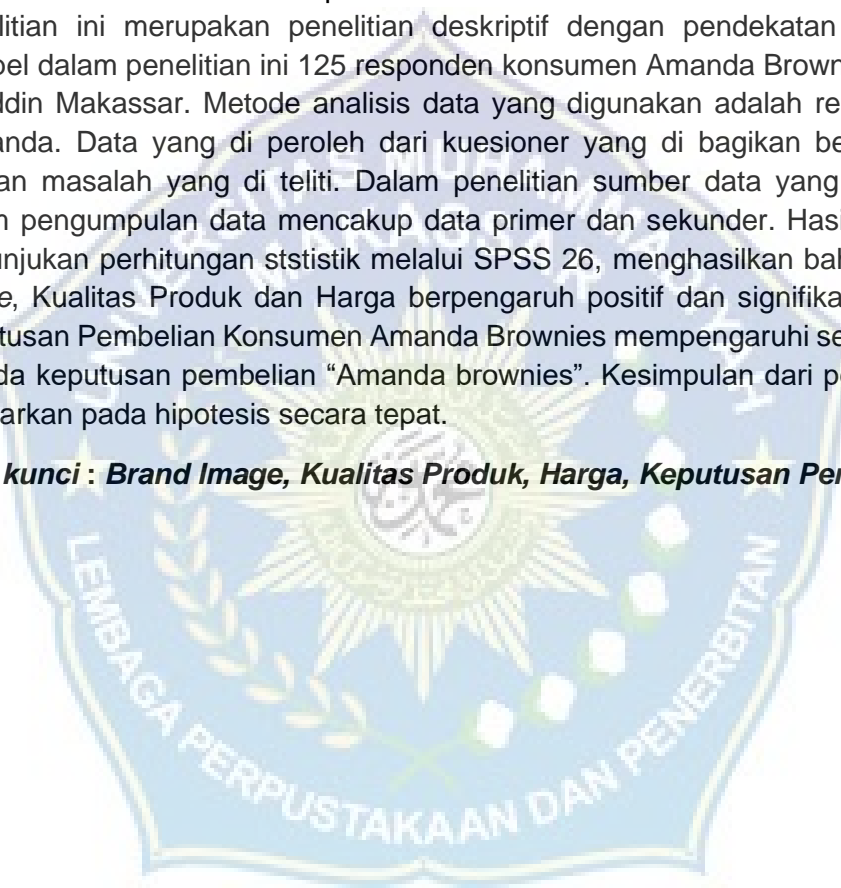


ABSTRAK

MARSILA. 2023. Pengaruh *Brand Image*, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Konsumen Di Amanda Brownies Cabang Alauddin Di Kota Makassar. Skripsi jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Andi Mappatomppo dan Samsul Rizal.

Tujuan penelitian yakni menganalisa *Brand Image*, Kualitas Produk dan Harga dalam memutuskan Keputusan Pembelian Konsumen Amanda Brownies. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini 125 responden konsumen Amanda Brownies cabang Alauddin Makassar. Metode analisis data yang digunakan adalah regresi linear berganda. Data yang di peroleh dari kuesioner yang di bagikan berhubungan dengan masalah yang di teliti. Dalam penelitian sumber data yang digunakan dalam pengumpulan data mencakup data primer dan sekunder. Hasil penelitian menunjukan perhitungan statistik melalui SPSS 26, menghasilkan bahwa *Brand Image*, Kualitas Produk dan Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen Amanda Brownies mempengaruhi secara positif kepada keputusan pembelian "Amanda brownies". Kesimpulan dari penelitian ini didasarkan pada hipotesis secara tepat.

Kata kunci : *Brand Image*, Kualitas Produk, Harga, Keputusan Pembelian



ABSTRACT

MARSILLA. 2023. The Influence of Brand Image, Product Quality and Price on Consumer Purchasing Decisions at Amanda Brownies Alauddin Branch in Makassar City. thesis, Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Andi Mappatomppo and Samsul Rizal.

The aim of the research is to analyze Brand Image, Product Quality and Price in deciding on Consumer Purchasing Decisions for Amanda Brownies. This research is descriptive research with a quantitative approach. The sample in this study was 125 consumer respondents from Amanda Brownies Alauddin Makassar branch. The data analysis method used is multiple linear regression. The data obtained from the distributed questionnaire is related to the problem being studied. In research, the data sources used in data collection include primary and secondary data. The research results show statistical calculations using SPSS 26, resulting in that Brand Image, Product Quality and Price have a positive and significant influence on Consumer Purchasing Decisions. Amanda Brownies positively influence the purchasing decision of "Amanda Brownies". The conclusion of this research is based on the hypothesis precisely.

Keywords: Brand Image, Product Quality, Price, Purchase Decision

