

ABSTRACT

The Influence of Product Quality dan Price on Purchasing Decisions Through Brand Image of Erigo Products

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This research aims to examine the influence of product quality dan price on purchasing decisions through the brand image of Erigo products. From this research, there is a gap in the relationship between product quality dan price. In the research process, the method used in this research is quantitative where the research object used is an unknown population dan in this research the researcher also used purposive sampling as a sampling method with a total sample of 112 samples. This data was distributed through questionnaires dan used data analysis techniques, namely structural equation modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 4.0 software. The results of this research show that product quality influences purchasing decisions, price does not influence purchasing decisions but influences brand image, brand image does not influence purchasing decisions, dan purchasing decisions do not influence brand image. Product Quality does not have a significant effect on Purchasing Decisions mediated by Brand Image dan Price does not have a significant effect on Purchasing Decisions mediated by Brand Image.

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