

## **ABSTRACT**

### **THE INFLUENCE OF BRAND IMAGE AND PRICE, ON THE PURCHASE DECISION OF USED NISSAN CARS (Case Study at Ud. Arman Motor Lamongan)**

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This study aims to determine the effect of brand image and price on purchasing decisions for used Nissan cars at Ud. Arman Motor Lamongan. In connection with this problem, hypotheses were proposed including that it was suspected that Brand Image (X1) had a simultaneous effect on purchasing decisions (Y), it was suspected that the Price variable (X2) had a partial effect on purchasing decisions (Y), and it was suspected that the Price variable (X2) had the most dominant effect on purchasing decisions (Y).

The sample in this study was 60 people who were consumers of Ud. Arman Motor Lamongan. The data analysis method used to determine the influence of brand image and price on purchasing decisions (Y) is multiple linear regression and the coefficient of determination, while to determine whether there is a partial or individual significant influence, namely the t test and simultaneously or together, namely the F test.

The results of multiple linear regression analysis obtained are  $Y = 1.479 + 0.390 X_1 + 0.523 X_2$ . Then the variable that has the most dominant effect is the price variable (X<sub>2</sub>) with a value of 0.523. The results of the calculation of the partial t test for the price variable (X<sub>2</sub>) on the purchase decision (Y), get the result  $t_{count} 5.093 > t_{table} 2.002$  with a significant value of 0.000. So that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. The result of the simultaneous F test is the value of  $F_{count} 55.836 > F_{table} 4.01$  with a significant value of 0.000, which indicates that H<sub>0</sub> is rejected H<sub>1</sub> is accepted.

Based on the results of the above research it can be concluded that overall the independent variables have a significant value in a positive direction. Where the Price variable (X<sub>2</sub>) has the most dominant value compared to the Brand Image variable. The Brand Image variable also has a good influence simultaneously on the dependent variable, namely purchasing decisions.

*Keywords: Brand Image, Price, Purchase decisi*

## RINGKASAN

### **PENGARUH BRAND IMAGE DAN HARGA, TERHADAP KEPUTUSAN PEMBELIAN MOBIL BEKAS NISSAN (Studi Kasus Di Ud. Arman Motor Lamongan)**

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan harga terhadap keputusan pembelian mobil bekas nissan pada Ud. Arman Motor Lamongan. Sehubungan dengan masalah tersebut diajukan hipotesis diantaranya yaitu diduga *Brand Image* ( $X_1$ ) berpengaruh secara simultan terhadap keputusan pembelian ( $Y$ ), diduga variabel Harga ( $X_2$ ) berpengaruh secara parsial terhadap keputusan pembelian ( $Y$ ), Serta diduga variabel Harga ( $X_2$ ) berpengaruh paling dominan terhadap keputusan pembelian ( $Y$ ).

Sampel dalam penelitian ini berjumlah 60 orang yang merupakan konsumen Ud. Arman Motor Lamongan. Metode analisis data yang digunakan untuk mengetahui besar pengaruh *brand image* dan harga terhadap keputusan pembelian ( $Y$ ) adalah regresi linear berganda dan koefisien determinasi, sedangkan untuk mengetahui ada tidaknya pengaruh signifikan secara parsial atau individu yaitu uji t dan secara simultan atau bersama-sama yaitu uji F.

Hasil analisis regresi linear berganda yang diperoleh ialah  $Y = 1,479 + 0,390 X_1 + 0,523 X_2$ . Maka variabel yang berpengaruh paling dominan yaitu variabel Harga ( $X_2$ ) dengan nilai 0,523. Hasil perhitungan uji t parsial variabel Harga ( $X_2$ ) terhadap Keputusan pembelian ( $Y$ ), mendapatkan hasil  $t_{hitung} 5,093 > t_{tabel} 2,002$  dengan nilai signifikan 0,000. Sehingga  $H_0$  ditolak dan  $H_1$  diterima. Hasil uji F simultan yaitu nilai  $F_{hitung} 55,836 > F_{tabel} 4,01$  dengan nilai signifikan sebesar 0,000, yang menunjukkan bahwa  $H_0$  ditolak  $H_1$  diterima.

Berdasarkan hasil penelitian diatas dapat disimpulkan bahwa secara keseluruhan variabel independen mempunyai nilai yang signifikan dengan arah positif. Dimana variabel Harga ( $X_2$ ) mempunyai nilai paling dominan dibandingkan dengan variabel *Brand Image*. Variabel *Brand Image* juga memiliki pengaruh baik secara simultan terhadap variabel dependen yaitu keputusan pembelian.

*Kata Kunci : Brand Image , Harga, Keputusan pembelian*

