

Abstrak

Penelitian ini bertujuan untuk menjelaskan Pengaruh Harga dan Citra Merek terhadap Keputusan Pembelian pada Skincare Scarlett whitening di Kota Jambi. Metodologi Penelitian yang digunakan adalah penelitian kuantitatif dan teknik pengambilan sampel menggunakan metode purposive sampling dengan jumlah sampel sebesar 97 responden. Data primer didapatkan melalui survei kuesioner. Data di analisis menggunakan teknik analisis regresi linear berganda, dengan bantuan aplikasi SPSS for Windows. Hasil analisis menunjukkan bahwa harga dan citra merek berpengaruh signifikan terhadap Keputusan Pembelian pada Skincare Scarlett Whitening di Kota Jambi.

Kata kunci : Harga, Citra Merek, Keputusan Pembelian, Manajemen Pemasaran

Abstrack

This study aims to explain the Influence of Price and Brand Image on Purchasing Decisions on Scarlett Whitening Skincare in Jambi City. The research methodology used is quantitative research and sampling techniques using purposive sampling method with a sample size of 97 respondents. Primary data was obtained through a questionnaire survey. The data was analyzed using multiple linear regression analysis techniques, with the help of the SPSS for Windows application. The results of the analysis show that Price and Brand Image have a significant effect on Purchasing Decisions on Scarlett Whitening Skincare in Jambi City.

Keywords : Price, brand Image, Purchase Decisions, Marketing Management