

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, iklan, harga terhadap keputusan pembelian dengan brand images sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah konsumen wanita pengguna Pond's *facial foam* di Semarang. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *Purposive Sampling* yaitu teknik penentuan sampel dengan pertimbangan tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa kualitas pelayanan, iklan dan harga berpengaruh positif dan signifikan terhadap brand images. Kualitas pelayanan, iklan, harga dan brand images berpengaruh positif dan signifikan terhadap keputusan pembelian. Brand images bukan merupakan variabel intervening antara kualitas pelayanan terhadap keputusan pembelian. Brand images bukan merupakan variabel intervening antara iklan terhadap keputusan pembelian. Brand images bukan merupakan variabel intervening antara harga terhadap keputusan pembelian

Kata Kunci : Kualitas Pelayanan, Iklan, Harga, Brand Images dan Keputusan Pembelian.

ABSTRACT

This study aims to analyze the effect of service quality, advertising, prices on purchasing decisions with brand images as an intervening variable. The population used in this study was female consumers of Pond's facial foam users in Semarang. The sampling technique uses non-probability sampling techniques by using the Purposive Sampling method, namely the technique of determining the sample with certain considerations. Samples were taken as many as 100 respondents with the research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that service quality, advertising and prices have a positive and significant effect on brand images. Service quality, advertising, price and brand images have a positive and significant effect on purchasing decisions. Brand images are not an intervening variable between service quality and purchasing decisions. Brand images are not an intervening variable between advertisements and purchasing decisions. Brand images are not an intervening variable between prices and purchasing decisions

Keywords: Service Quality, Advertising, Price, Brand Images and Purchasing Decisions.