

ABSTRAK

Rafif Ardyant, 2017; Pengaruh *price* dan *product quality* terhadap *purchase decision* dengan *perceived quality* sebagai *intervening* (Survey Pada Pembeli Mobil Toyota Yaris Di Daerah Jakarta). Skripsi, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Dr. Mohamad Rizan SE, MM & Andrian Haro, S.Si, MM.

Tujuan dari penelitian ini adalah: 1) Untuk mengetahui *price* berpengaruh terhadap *perceived quality* mobil Toyota Yaris. 2) Untuk mengetahui *price* berpengaruh terhadap *purchase decision* mobil Toyota Yaris. 3) Untuk mengetahui *product quality* berpengaruh terhadap *perceived quality* mobil Toyota Yaris. 4) Untuk mengetahui *product quality* berpengaruh terhadap *purchase decision* mobil Toyota Yaris. 5) Untuk mengetahui *perceived quality* berpengaruh terhadap *purchase decision* mobil Toyota yaris. 6) Untuk mengetahui *price* berpengaruh terhadap *purchase decision* melalui *perceived quality* sebagai variabel *intervening*. 7) Untuk mengetahui *product quality* berpengaruh terhadap *purchase decision* melalui *perceived quality* sebagai variabel *intervening*.

Metode pengumpulan data menggunakan metode survey dengan instrumen berupa kuesioner. Objek penelitian ini adalah 250 responden yang sedang atau pernah menggunakan produk mobil Toyota Yaris. Teknis analisis data menggunakan Lisrel versi 8.8 dan SPSS versi 22 untuk mengolah dan menganalisis data hasil penelitian.

Hasil pengujian hipotesis; Harga memiliki pengaruh positif dan signifikan terhadap *perceived quality*, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif dan signifikan terhadap *perceived quality*.

Kata kunci: *Price, Product Quality, Perceived Quality, Purchase Decision*.

ABSTRACT

Rafif Ardyant, 2017; *The Effect Of Price And Product Quality Toward Purchase Decision With Perceived Quality As Intervening (Survey On Toyota Yaris Car Buyers In Jakarta)*. Skripsi, Jakarta: Marketing Management Concentration, Management Study Program, Department of Management, Faculty of Economics, State University of Jakarta. Advisory: Dr. Mohamad Rizan SE, MM & Andrian Haro, S.Si, MM.

The purpose of this research are: 1) To determine whether price affect the perceived quality of Toyota Yaris car. 2) To determine whether price affect the purchase decision of Toyota Yaris car. 3) To determine whether product quality affect the perceived quality of Toyota Yaris car. 4) To determine whether product quality affect the purchase decision of Toyota Yaris car. 5) To determine whether perceived quality affect the purchase decision of Toyota yaris car. 6) To determine whether price affect the purchase decision toward perceived quality as intervening variable. 7) To determine whether product quality affect the purchase decision toward perceived quality as intervening variable.

In order to collecting data, this study using survey with questionnaire as it's instrument. Object of this study is 250 respondents who have Toyota Yaris in Jakarta. To analyze and process the data, this study use Lisrel Ver. 8.8 and SPSS Ver.22.

Results of hypothesis testing; price have a positive and significant effect to perceived quality, price have a positive and significant effect to purchase decision, product quality have a positive and significant effect to perceived quality, product quality have a positive and significant effect to purchase decision, perceived quality have a positive and significant effect to purchase decision.

Key words: *Price, Product Quality, Perceived Quality, Purchase Decision.*