

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga dan citra merek terhadap keputusan pembelian produk *flat shoes* pada Urban and Co di Kota Bogor. Kuesioner didistribusikan kepada 100 orang konsumen. Metode yang digunakan dalam penelitian ini adalah metode *survey*, bentuk penelitian yaitu *deskriptif* dan *verifikatif*. Skala likert menggunakan uji validitas, uji reliabilitas dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa secara simultan persepsi harga dan citra merek berpengaruh secara positif dan signifikan terhadap keputusan pembelian produk *flat shoes* pada Urban and Co di Kota Bogor. Sedangkan secara parsial persepsi harga berpengaruh terhadap keputusan pembelian, dan citra merek berpengaruh terhadap keputusan pembelian produk *flat shoes* pada Urban and Co di Kota Bogor.

Kata Kunci : Persepsi Harga, Citra Merek dan Keputusan Pembelian.

ABSTRACT

This study aims to determine the effect of price perception and brand image on purchasing decisions for flat shoes products at Urban and Co in Bogor. Questionnaires were distributed to 100 consumers. The method used in this study is a survey method, the forms of research are descriptive and verification. Likert scale using validity test, reliability test and classical assumption test. The results showed that simultaneously price perception and brand image) had a positive and significant effect on purchasing decisions for flat shoes products at Urban and Co in Bogor City. While partially price perception influences purchasing decisions, and brand image affects purchasing decisions for flat shoes products at Urban and Co in Bogor City.

Keywords: Price Perception, Brand Image and Purchase Decision.