

## ABSTRAK

Yuli Agustina. 2024. Pengaruh *brand image*, *Price*, *Pruduct Quality* terhadap *Purchase Decision* Batik Kampung Pesilat. *Skripsi*. Program Studi Manajemen Fakultas Ekonomi dan Bisnis, FEB, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Hendra Setiawan, S.E M.M.

Penelitian ini bertujuan untuk mengetahui pembelian konsumen juga dipengaruhi oleh kebiasaan. Kebiasaan membeli mencakup kapan, berapa banyak yang harus dibeli, dan di mana membeli. Tujuan dari penilitan ini adalah mengetahui apakah *brand image*, *price* dan *product quality* berpengaruh terhadap *purchase decision*. Penelitian ini di lakukan konsumen pada Batik Sariwarni menggunakan metode penelitian *purposive sampling* dimana jumlah responden sejumlah 100 Orang. Metode dalam penelitian ini menggunakan kuantitatif dengan menggunakan *Software SPSS25*. Hasil dari penelitian ini menunjukkan bahwa *brand image* berpengaruh signifikan terhadap *purchase decision*, *price* berpengaruh signifikan terhadap *purchase decision*, dan *product quality* berpengaruh terhadap *purchase decision*.

**Kata Kunci** : *Brand Image, Price, Product Quality, Purchase Decision*

## **ABSTRACT**

*Yuli Agustina. 2024. The effects of brand image, price, product quality towards purchase decisions on Batik Kampung Pesilat. Thesis. Management Study Program, Faculty of Economics and Business, FEB, Universitas PGRI Madiun. Supervisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M.*

*This study aimed to determind consumer purchases which was also influenced by habits. The habit of buying includes when to buy, how much to buy and where to buy. The aim of this research is to find out whether the brand image, price and product quality effect purchase decisions. This research was conducted by consumers on Sariwarni batik using purposive sampling research method where the number of respondents was 100 people. The method in this research is quantitative using SPSS25 software. The results of this study indicate that the Brand Image has a significant effect purchase decisions, Price has a significant effect purchase decisions, Product Quality has a significant effect purchase decisions.*

**Keyword:** *Brand Image, Price, Product Quality, and Purchase Decision*