

ABSTRACT

This research aims to analyze the influence of price perception, brand image, and product quality on purchase decisions with purchase intention as an intervening variable. The study was conducted to understand the factors influencing consumer behavior in making purchasing decisions in the current market. The research method used was a survey by distributing questionnaires to respondents who are consumers of the products or services under study. The data analysis technique used was regression analysis to measure the extent to which independent variables (price perception, brand image, and product quality) influence the dependent variable (purchase decision) and the extent to which purchase intention as an intervening variable mediates these influences.

The population in this study was Asus laptop users at the University who had made purchases through the e-commerce platform. The sample size used in this study was 160 respondents selected through purposive sampling. The data collection method employed was a questionnaire. The data obtained from the questionnaires were then processed and analyzed using Structural Equation Model (SEM) techniques with the assistance of AMOS software.

Based on the results of this study, it was found that price perception has a positive and significant effect on purchase intention, brand image has a positive and significant effect on purchase intention, product quality has a positive and significant effect on purchase intention, and purchase intention has a positive and significant effect on purchase decisions.

Keywords: Price perception, Brand image, Product quality, Purchase decision, Purchase intention, Regression analysis, Consumer, Marketing strategy.