

**ANALISIS PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN
KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN
DENGAN CITRA PERUSAHAAN SEBAGAI VARIABEL INTERVENING
(STUDI PADA PT. SARANA MEGAMEDILAB SEJAHTERA CABANG
PURWOKERTO)**

Tesis oleh Hari Ady Prasetya

*Pembimbing I Dr. Weni Novandari, M.M. dan Pembimbing II Dr. Lusi Suwandari,
M.Si.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan antara kualitas produk, persepsi harga dan kualitas pelayanan terhadap Keputusan pembelian dengan citra Perusahaan sebagai mediasi. Jumlah sampel yang diambil sebanyak 89 responden. Pengujian validitas sampel dilakukan dengan uji loading factor, average variance extracted (AVE), *Fornell Lacker* dan HTMT memenuhi kriteria. Pengujian reliabilitas dengan uji *Cronbach's Alpha* dan *Composite Reliability* (CR) memenuhi kriteria. Berdasarkan hasil pengujian, semua pernyataan indikator variabel telah memenuhi kriteria validitas dan reliabilitas. Hasil pengujian hipotesis dengan SmartPLS 4.0 menunjukkan bahwa pengaruh langsung persepsi harga, kualitas pelayanan terhadap citra Perusahaan. sedangkan kualitas produk tidak berpengaruh terhadap citra Perusahaan. Sementara pengaruh langsung Kualitas produk, kualitas pelayanan dan citra Perusahaan berpengaruh terhadap Keputusan pembelian. Sebaliknya persepsi harga tidak berpengaruh terhadap Keputusan pembelian. Untuk pengaruh tidak langsung persepsi harga dan kualitas pelayanan berpengaruh terhadap Keputusan pembelian dimediasi oleh citra Perusahaan. Sedangkan kualitas produk tidak berpengaruh terhadap Keputusan pembelian dimediasi citra Perusahaan.

Kata kunci : *Kualitas Produk, Persepsi Harga, Kualitas Pelayanan, Citra Perusahaan dan Keputusan pembelian*

**ANALYSIS OF THE EFFECT OF PRODUCT QUALITY, PRICE
PERCEPTION AND SERVICE QUALITY ON PURCHASING DECISIONS
WITH COMPANY IMAGE AS AN INTERVENING VARIABLE
(STUDY ON PT. SARANA MEGAMEDILAB SEJAHTERA PURWOKERTO
BRANCH)**

Thesis by Hari Ady Prasetya S.M.

Supervisor I Dr. Weni Novandari, M.M. and Supervisor II Dr. Lusi Suwandari, M.Si.

SUMMARY

This study aims to analyze the relationship between product quality, perceived price and service quality on purchasing decisions with company image as mediation. The number of samples taken was 89 respondents. Testing the validity of the sample is done with the loading factor test, average variance extracted (AVE), Fornell Lacker and HTMT meet the criteria. Reliability testing with Cronbach's Alpha and Composite Reliability (CR) tests meets the criteria. Based on the test results, all variable indicator statements have met the validity and reliability criteria. The results of hypothesis testing with SmartPLS 4.0 show that the direct effect of price perception, service quality on company image. while product quality has no effect on company image. While the direct effect of product quality, service quality and company image has an effect on purchasing decisions. Conversely, price perceptions have no effect on purchasing decisions. For the indirect effect of price perception and service quality, the effect on purchasing decisions is mediated by company image. Meanwhile, product quality has no effect on purchasing decisions mediated by company image.

Keywords: Product Quality, Price Perception, Service Quality, Company Image and Purchase Decision