

RINGKASAN

Penelitian ini berjudul “Pengaruh *Utilitarian Value*, *Hedonic Value* dan *Brand Image* terhadap Keputusan Pembelian di *Praketa Coffee Shop* Purwokerto” yang merupakan survei kepada konsumen *Praketa Coffee Shop* dan sampel berjumlah 107 orang. Adapun analisis tersebut adalah menguraikan variabel *utilitarian value*, *hedonic value* dan *brand image* yang dapat mempengaruhi keputusan pembelian. Tujuan dari penelitian ini menganalisis pengaruh *utilitarian value*, *hedonic value* dan *brand image* yang dapat mempengaruhi keputusan pembelian. Penelitian dianalisis menggunakan analisis regresi linier berganda.

Hasil penelitian ini menunjukkan: (1) *Utilitarian Value* berpengaruh positif terhadap keputusan pembelian. Artinya, semakin baik *utilitarian value* *Praketa Coffee Shop* maka akan meningkatkan keputusan pembelian. (2) *Hedonic Value* berpengaruh positif terhadap keputusan pembelian. Artinya, semakin baik *hedonic value* *Praketa Coffee Shop* maka akan meningkatkan keputusan pembelian. (3) *Brand Image* berpengaruh positif terhadap keputusan pembelian. Artinya, semakin baik *brand image* *Praketa Coffee Shop* maka akan meningkatkan keputusan pembelian.

Kata Kunci : *Utilitarian Value*, *Hedonic Value*, *Brand Image*, Keputusan Pembelian

SUMMARY

This study entitled “Analysis of Utilitarian Value, Hedonic Value and Brand Image to Purchase Decision on Praketa Coffee Shop in Purwokerto” which is a survey of consumers Praketa Coffe Shop and a sample of 107 people. The outline of the analysis is the variable utilitarian value, hedonic value and brand image that can influence the purchase decision. The purpose of this study to analyze the influence of utilitarian value, hedonic value and brand image that can influence the purchase decision. Study were analyzed using multiple linear regression analysis.

These result of this research indicate : (1) Utilitarian value has positive effect on the purchase decision. That is, the better utilitarian value of the Praketa Coffee Shop will increase the purchasing decision. (2) Hedonic value has positive effect on the purchase decision. That is, the better hedonic value of the Praketa Coffe Shop will increase the purchasing decision. (3) Brand image has positive effect on purchase decision. That is, the better brand image of the Praketa Coffee Shop will increase the purchasing decision.

Keywords : Utilitarian value, Hedonic value, Brand image, Purchase decision

