

Ririn Handayani, 12311020, **Analisis Pengaruh Brand Image, Kualitas Produk, Harga dan Inovasi Produk Terhadap Keputusan Pembelian Sabun Pond's di Kecamatan Manyar Kabupaten Gresik**, Manajemen , Fakultas Ekonomi, Universitas Muhammadiyah Gresik. November 2016.

Abstraksi

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *brand Image*, kualitas produk, harga dan inovasi produk terhadap keputusan pembelian sabun pond's di Kecamatan Manyar Gresik. Penelitian ini menggunakan empat variabel independen yang terdiri atas *brand image*, kualitas produk, harga dan inovasi produk keamanan kerahasiaan, kecepatan, kemudahan dan variabel dependen yang berupa Keputusan pembelian sabun pond's di kecamatan manyar.

Penelitian ini dilakukan di Kecamatan Manyar Gresik. Sampel yang digunakan dalam penelitian ini sebanyak 100. Teknik pengambilan sampel dalam penelitian ini menggunakan *nonprobability sampling*. Metode yang digunakan dalam penelitian ini adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa variabel Harga belum mampu mempengaruhi keputusan pembelian sabun pond's. Variabel Inovasi produk juga belum dapat mempengaruhi keputusan pembelian sabun pond's. Sedangkan variabel brand image dan kualitas produk berpengaruh terhadap keputusan pembelian sabun pond's.

Kata Kunci : *Brand image*, Keputusan pembelian, Harga , Inovasi produk, keputusan pembelian.

Ririn Handayani, 12311020, *Analysis of Effect of Brand Image, Product quality, price and product innovation to the purchasing decision pond's soap in the district manyar*, Management, Faculty of Economics, University of Muhammadiyah Gresik. November 2016.

Abstrack

This study aims to examine and analyze the influence of brand image, product quality, pricing and product innovation to the purchasing decision pond's soap in the District Manyar Gresik. This study uses four independent variables consisting of brand image, product quality, pricing and product innovation security confidentiality, speed, simplicity and the dependent variable in the form of soap pond's purchase decision in the district Manyar.

This research was conducted in the District Manyar Gresik. The sample used in this study as many as 100. The sampling technique in this study using nonprobability sampling. The method used in this research is multiple linear regression analysis.

The results of this study indicate that variable rates are able to influence purchasing decisions pond's soap. Variable Product innovation also has not been able to influence purchasing decisions pond's soap. While variable brand image and product quality influence on purchase decisions pond's soap.

Keywords: Brand image, purchasing decisions, price, product innovation, purchasing decisions.