

**PENGARUH PERSEPSI HARGA, KUALITAS PRODUK DAN
REFERENCE GROUP TERHADAP KEPUTUSAN PEMBELIAN
PELUMAS SEPEDA MOTOR PERTAMINA ENDURO 4T DI JAKARTA**

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ABSTRAK

Tingginya keputusan pembelian konsumen akan suatu produk diharapkan mempengaruhi peningkatan penjualan produk keluaran perusahaan tersebut. Tujuan dari penelitian ini adalah untuk mengetahui apakah persepsi harga, kualitas produk dan *reference group* berpengaruh terhadap keputusan pembelian konsumen serta menganalisis faktor yang paling dominan dalam mempengaruhi keputusan pembelian pelumas sepeda motor Pertamina Enduro 4T di Jakarta. Survei dilakukan dengan menggunakan kuesioner yang disebar secara langsung kepada 100 responden yang dipilih berdasarkan teknik sampling non probabilitas (*non-probability sampling*). Sementara itu, pengujian dilakukan dengan menggunakan analisis regresi berganda melalui proses uji asumsi klasik dan uji hipotesis untuk melihat hubungan antara variabel baik secara parsial ataupun simultan. Hasil penelitian menunjukkan bahwa variabel persepsi harga, kualitas produk memiliki pengaruh yang positif dan signifikan secara parsial, sedangkan *reference group* tidak berpengaruh secara parsial terhadap keputusan pembelian. Namun persepsi harga, kualitas produk dan *reference group* berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian pelumas sepeda motor Pertamina Enduro 4T di Jakarta dengan variabel yang paling berpengaruh yaitu kualitas produk, kemudian persepsi harga dan terakhir *reference group*.

Kata kunci : Persepsi Harga, Kualitas Produk, *Reference Group* dan Keputusan Pembelian

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***THE EFFECT OF PERCEIVED PRICE, PRODUCT QUALITY AND
REFERENCE GROUP TOWARDS PURCHASE DECISION MOTORCYCLE
LUBRICANTS PERTAMINA ENDURO 4T IN JAKARTA***

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ABSTRACT

The high level of consumer purchase decision about a product would be expected to give some increase sale effect from that company. The purpose of this study was to determine perceived price, product quality and reference group influence on customer purchase decision and analyzing the most dominant factor influencing customer purchase decision motorcycle lubricants Pertamina Enduro 4T in Jakarta . The survey was conducted using questionnaires distributed directly to the 100 respondents were selected by non-probability sampling technique (non-probability sampling). Meanwhile, the testing is done by using multiple regression analysis through the classical assumption and hypothesis test to see relationships between variables either partially or simultaneously. Results indicate that the perceived price, product quality has a positive and significant effect partially, while the reference group hasn't significant effect partially on customer purchase decision motorcycle lubricants Pertamina Enduro 4T in Jakarta. But perceived price, product quality and reference group has a positive and significant effect simultaneously on purchasing decisions motorcycle lubricants Pertamina Enduro 4T in Jakarta with the most influential variable is product quality, then perceived price and last is reference group.

Keywords : Perceived Price, Product Quality, Reference Group and Purchase Decision.

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