

ABSTRACT

The demand for cooking oil in Indonesia continues to increase along with its role as a basic necessity. The government launched the “Minyak Kita” program as simple packaged cooking oil at affordable prices. This study aims to analyze the effect of price perception, product quality, brand image, and brand trust on purchasing decisions with purchase intention as a mediating variable. This research is quantitative in nature. The research population is housewives who use Minyak Kita in Pekalongan. The sample was determined using purposive sampling technique as many as 185 respondents. Data collection was carried out through a questionnaire. Data analysis using the SmartPLS 4 method. The results showed that price perception, brand image, and brand trust had a significant effect on purchasing decisions, both directly and through purchase intention. However, product quality has no significant effect. This study underscores the importance of building reasonable price perceptions and strengthening brand image and trust to improve purchasing decisions, especially in household consumers.

Keywords: Brand Image, Brand Trust, Purchase Decision, Price Perception, Product Quality.

ABSTRAK

Kebutuhan minyak goreng di Indonesia terus meningkat seiring dengan perannya sebagai kebutuhan pokok. Pemerintah meluncurkan program “Minyak Kita” sebagai minyak goreng kemasan sederhana dengan harga terjangkau. Penelitian ini bertujuan menganalisis pengaruh persepsi harga, kualitas produk, citra merek, dan kepercayaan merek terhadap keputusan pembelian dengan minat beli sebagai variabel mediasi. Penelitian ini bersifat kuantitatif. Populasi penelitian adalah ibu rumah tangga pengguna Minyak Kita di Pekalongan. Sampel ditentukan dengan teknik purposive sampling sebanyak 185 responden. Pengumpulan data dilakukan melalui kuesioner. Analisis data menggunakan metode SmartPLS 4. Hasil penelitian menunjukkan bahwa persepsi harga, citra merek, dan kepercayaan merek berpengaruh signifikan terhadap keputusan pembelian, baik secara langsung maupun melalui minat beli. Namun, kualitas produk tidak berpengaruh signifikan. Penelitian ini menggarisbawahi pentingnya membangun persepsi harga yang wajar serta memperkuat citra dan kepercayaan merek untuk meningkatkan keputusan pembelian, terutama pada konsumen rumah tangga.

Kata Kunci: Citra Merek; Kepercayaan Merek; Keputusan Pembelian; Kualitas Produk; Persepsi Harga.