

ABSTRAK

Persaingan industri ritel modern yang semakin ketat menyebabkan perusahaan perlu memahami faktor-faktor yang memengaruhi keputusan pembelian konsumen. Ramayana Tanjungpinang menghadapi tantangan akibat perubahan perilaku konsumen, meningkatnya pilihan tempat berbelanja, serta perkembangan e-commerce yang menawarkan kemudahan akses, variasi produk, dan harga yang kompetitif. Fenomena tingginya tingkat kunjungan konsumen yang belum sepenuhnya diikuti oleh keputusan pembelian menjadi latar belakang penelitian ini. Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, harga, dan kelengkapan produk terhadap keputusan pembelian di Ramayana Tanjungpinang. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan eksplanatori. Data diperoleh melalui penyebaran kuesioner kepada 96 responden yang pernah melakukan pembelian di Ramayana Tanjungpinang dalam 6 bulan terakhir. Analisis data menggunakan uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa citra merek tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan harga dan kelengkapan produk berpengaruh positif dan signifikan. Secara simultan, ketiga variabel berpengaruh signifikan dengan nilai Adjusted R Square sebesar 0,722. Dengan demikian, peningkatan strategi harga dan kelengkapan produk menjadi faktor penting dalam mendorong keputusan pembelian konsumen di Ramayana Tanjungpinang.

Kata Kunci: Citra Merek, Harga, Kelengkapan Produk, Keputusan Pembelian, Ramayana Tanjungpinang

ABSTRACT

The increasingly competitive modern retail industry requires companies to understand the factors that influence consumer purchasing decisions. Ramayana Tanjungpinang faces challenges due to changes in consumer behavior, increasing shopping alternatives, and the growth of e-commerce platforms that offer easy access, wider product variety, and competitive prices. The phenomenon of high consumer visit rates that are not fully followed by purchasing decisions becomes the background of this study. This study aims to analyze the influence of brand image, price, and product completeness on purchasing decisions at Ramayana Tanjungpinang. The research method used is quantitative with an explanatory approach. Data were collected through questionnaires distributed to 96 respondents who had made purchases at Ramayana Tanjungpinang within the last six months. Data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results showed that brand image did not have a significant effect on purchasing decisions, while price and product completeness had a positive and significant effect. Simultaneously, the three variables had a significant effect with an Adjusted R Square value of 0.722. Thus, improving pricing strategies and product completeness becomes an important factor in encouraging consumer purchasing decisions at Ramayana Tanjungpinang.

Keywords: *Brand Image, Price, Product Completeness, Purchasing Decision, Ramayana Tanjungpinang.*