

**A. JUDUL : ANALISIS MEREK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN DI PT.TIKI JNE (STUDI
KASUS DI PT. TIKI JNE CABANG DENPASAR, BALI)**

B. NAMA : D2D002225_MINDI FEBRIANI ZEIN

C. ABSTRACT

The development and improvement express delivery of service (courier) from many years' increases in accordance with society necessities. It can be seen by the strong competition in servicing, price, and promotion among many of express delivery (courier), especially in Indonesia. Taken decision of purchasing, the consumers do many activities in a complex to make sure of them what product that they will buy can give the optimal satisfaction.

In general, factors are considered to determine the choice, is price and image from the band of product of service. Determining of price that is appropriate and exact, also there are believable from consumer in choosing brand of product or service, will stimulate the consumer for doing purchasing decision.

PT. TIKI JNE branch Denpasar, Bali is a company in service of domestic or foreign production. This company is sub-branch of company which provide some of service, for example: express delivery in a day deliverance time, such as YES (Yakin Esok Sampai), SS (Special Service), Diplomat Service and Regular Service.

This research aims to test the effect of brand and price to purchasing decision in branch office PT. TIKI JNE branch Denpasar, Bali. The type of this research in individuality is the consumer who uses the delivery service (courier) in branch office and in three of branch offices assistance PT. TIKI JNE branch Denpasar, Bali in partial or even simultan. Who chosen as a respondent is according with the method that is used. The way of determining sample in this research uses non-probability sampling method to determine the sample which is amount 99 people from 5.314 people population. Collecting data by questionnaire, interview, and study library. The analysis of data uses statistic descriptive and statistic inferential analysis. Especially, inferential statistic analysis is used double regression with SPSS 14 for windows program.

Based on the test result that is gotten the similarity regression $Y = 9,105 + 0,424 X_1 + 0,587 X_2$ and the analysis effect of brand and price in partial to purchasing decision, the result that is gotten for brand variable $t_{hitung} > t_{tabel}$ is $5,126 > 1,6604$. For the price variable that is gotten $t_{hitung} > t_{tabel}$ is $3,638 > 1,6604$. While, for seeing there is or not the effect of brand variable and price simultaneous to purchasing decision uses test F, the result $F_{hitung} > F_{tabel}$ is $39,405 > 3,0902$. The conclusion, there is the significant effect and positive between brand and price to purchasing decision in branch office PT. TIKI JNE Denpasar, Bali.

The suggestion can be given which is PT. TIKI JNE branch Denpasar, Bali needed to develop, especially improving the speed and accuracy of time in delivering document and package of service YES (Yakin Esok Sampai) and SS (Special Service). It is caused by delivering delay that still happens in document and package delivering of YES (Yakin Esok Sampai) and SS (Special Service), which are offer the time of agreement. So, it is needed the coordination between flight company and branch office PT. TIKI JNE in every part in Indonesia, for getting existence of document and package that are delivered and also needs delivering information quickly and accuracy about the delay to sender and receiver of document and package by telephone.

Keyword : Brand, Price, Purchasing Decision