

**PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP
KEPUTUSAN PEMBELIAN PEMBALUT MEREK SOFTEX**

Oleh

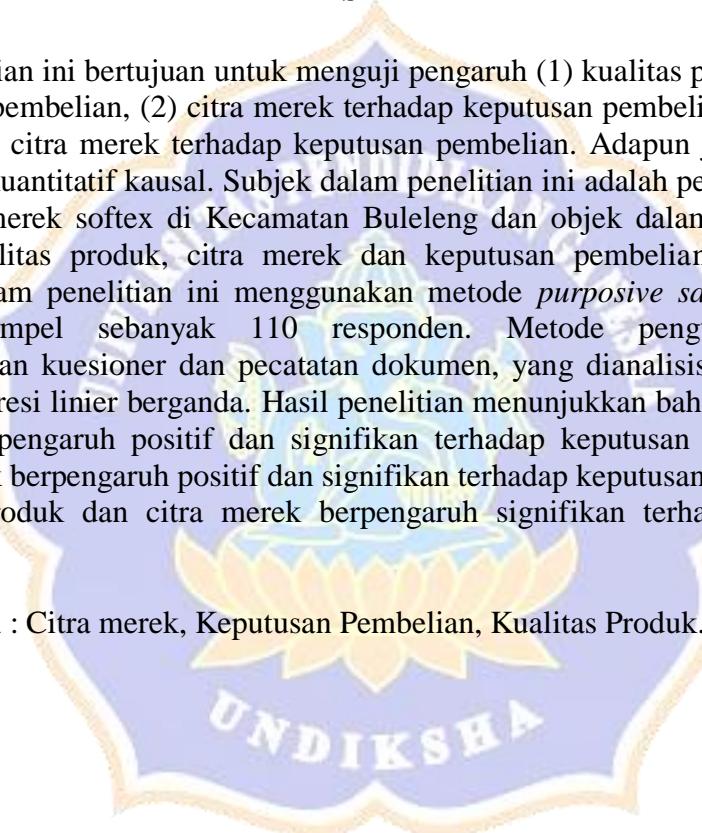
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh (1) kualitas produk terhadap keputusan pembelian, (2) citra merek terhadap keputusan pembelian, (3) kualitas produk dan citra merek terhadap keputusan pembelian. Adapun jenis penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah pengguna produk pembalut merek softex di Kecamatan Buleleng dan objek dalam penelitian ini adalah kualitas produk, citra merek dan keputusan pembelian. Pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* dengan jumlah sampel sebanyak 110 responden. Metode pengumpulan data menggunakan kuesioner dan pecatatan dokumen, yang dianalisis menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) Kualitas produk dan citra merek berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : Citra merek, Keputusan Pembelian, Kualitas Produk.



**THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON
THE PURCHASE DECISION OF SOFTEX BRAND SANITARY**

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ABSTRACT

This study aims to examine the effect of (1) product quality on purchasing decisions, (2) brand image on purchasing decisions, (3) product quality and brand image on purchasing decisions. The type of this research is causal quantitative. The subjects in this study were users of softex brand sanitary napkins in Buleleng District and the objects in this study were product quality, brand image and purchasing decisions. Sampling in this study using purposive sampling method with a total sample of 110 respondents. Methods of data collection using questionnaires and document recording, which were analyzed using multiple linear regression analysis. The results showed that (1) product quality had a positive and significant effect on purchasing decisions, (2) brand image had a positive and significant effect on purchasing decisions, (3) product quality and brand image had a significant effect on purchasing decisions.

Keywords: Brand image, Purchase Decision, Product Quality.

