

**PENGARUH CITRA MEREK DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN KONSUMEN DALAM
MEMBELI KOPI BUBUK DESA LEMUKIH**

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ABSTRAK

Riset ini memiliki tujuan guna menilai pengaruh citra merek dan kualitas produk terhadap keputusan pembelian. Rancangan riset yang dipakai pada riset yakni kuantitatif. Subjek pada riset yakni konsumen Kopi Bubuk Desa Lemukih. Objek pada riset yaitu citra merek dan kualitas produk terhadap keputusan konsumen. Total responden yang dipakai yakni 90 orang yang terdiri dari 54 orang laki-laki dan 36 orang perempuan. Data yang di kumpulkan dengan kuesioner dan di analisis dengan analisis regresi linier berganda. Hasil penelitian menunjukan bahwa (1) citra merek dan kualitas produk berpengaruh signifikan terhadap keputusan konsumen dalam membeli kopi bubu di Kopi Bubuk Desa Lemukih. (2) citra merek berpengaruh positif dan signifikan terhadap keputusan konsumen dalam membeli kopi bubu di Kopi Bubuk Desa Lemukih. (3) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan konsumen dalam membeli kopi bubuk di Kopi Bubuk Desa Lemukih.

Kata-kata kunci: citra merek, keputusan pembelian, kualitas produk.

ABSTRACT

This research aims to assess the influence of brand image and product quality on purchasing decisions. The research design used in the research is quantitative. The subject of the study was a consumer of Lemukih Village Ground Coffee. The object of the research is the brand image and product quality of consumer decisions. The total respondents used were 90 people consisting of 54 men and 36 women. Data collected with questionnaires and analyzed with multiple linear regression analysis. The results of the study showed that (1) brand image and product quality had a significant effect on consumers' decisions in buying bubu coffee at Lemukih Village Ground Coffee. (2) brand image has a positive and significant effect on consumers' decisions in buying bubu coffee at Lemukih Village Ground Coffee. (3) Product quality has a positive and significant effect on consumers' decisions in

buying ground coffee at Lemukih Village Ground Coffee.

Keywords: brand image, purchase decision, product quality.

