

**PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP  
KEPUTUSAN PEMBELIAN PRODUK SCARLETT WHITENING DI  
TOKO KOSMETIK QUEEN BEAUTY SINGARAJA**

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**ABSTRAK**

Riset ini bertujuan guna menaksir imbas (1) citra merek dan kualitas produk pada keputusan pembelian (2) citra merek pada keputusan pembelian (3) kualitas produk pada keputusan pembelian. Subjek dari riset ini yakni *customer* yang pernah membeli barang *Scarlett Whitening* di Toko Kosmetik Queen Beauty Singaraja, dengan jumlah sampel 100 orang lantas objek dari riset ini yakni citra merek, kualitas produk, dan keputusan pembelian. Rancangan riset yang diaplikasikan yakni riset kuantitatif. Teknik pengumpulan statistik dalam riset ini yakni mengaplikasikan kuesioner, selanjutnya statistik dianalisis dengan mengaplikasikan analisis regresi linier berganda. Impak riset mengutarakan (1) citra merek dan kualitas produk berimbas positif dan bermakna pada keputusan pembelian, (2) citra merek berimbas positif dan bermakna pada keputusan pembelian, (3) kualitas produk berimbas positif dan bermakna pada keputusan pembelian produk *Scarlett Whitening* di Toko Kosmetik Queen Beauty Singaraja.

Kata Kunci: citra merek, keputusan pembelian, kualitas produk

**ABSTRACT**

*This research aims to assess the impact of (1) brand image and product quality on purchasing decisions (2) brand image on purchasing decisions (3) product quality on purchasing decisions. The subjects of this research were customers who had purchased Scarlett Whitening products at Queen Beauty Singaraja Cosmetics Shop, with a sample size of 100 people. The objects of this research were brand image, product quality, and purchasing decisions. The research design used is quantitative research. The statistical collection technique in this research was to apply a questionnaire, then the statistics were analyzed by applying multiple linear regression analysis. The impact of research reveals (1) brand image and product quality have a positive and meaningful impact on*

*purchasing decisions, (2) brand image has a positive and meaningful impact on purchasing decisions, (3) product quality has a positive and meaningful impact on purchasing decisions for Scarlett Whitening products at Cosmetics Shops Queen Beauty Singaraja.*

*Keywords: brand image, purchase decision, product quality*

