

**PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP  
KEPUTUSAN PEMBELIAN (STUDI PADA PENGGUNA *SKINCARE*  
CETAPHIL JENIS *GENTLE SKIN CLEANSER* DI KOTA AMLAPURA)**

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**ABSTRAK**

Pengujian diharapkan dapat menganalisa peran kualitas produk serta citra merek baik bersamaan atau individu pada keputusan pembelian pelanggan *skincare* Cetaphil jenis *Gentle Skin Cleanser* di Kota Amlapura. Rancangan pengujian yang digunakan yakni kuantitatif kausal. Penetapan sampel memakai cara *purposive sampling*, sehingga dipakai 110 responden. Kuesioner berfungsi sebagai instrumen untuk pengumpulan data. Regresi linier berganda adalah teknik analisisnya. Hasilnya memperlihatkan (1) kualitas produk juga citra merek punya peran positif serta substansial pada keputusan pembelian *skincare* Cetaphil jenis *Gentle Skin Cleanser* di Kota Amlapura, (2) kualitas produk punya peran positif serta substansial pada keputusan pembelian *skincare* Cetaphil Jenis *Gentle Skin Cleanser* di Kota Amlapura, dan (3) citra merek punya peran positif serta substansial pada keputusan pembelian *skincare* Cetaphil jenis *Gentle Skin Cleanser* di Kota Amlapura.

**Kata kunci;** kualitas produk, citra merek, keputusan pembelian

**ABSTRACT**

*The test is expected to be able to analyze the role of product quality and brand image both simultaneously and individually in the purchasing decisions of Cetaphil skin care customers of the Gentle Skin Cleanser type in Amlapura City. The test design used is causal quantitative. Determination of the sample using purposive sampling method, so that 110 respondents were used. The questionnaire serves as an instrument for data collection. Multiple linear regression is the analysis technique. The results reveal (1) brand image product quality has a positive and substantial role in the decision to purchase Cetaphil skin care types Gentle Skin Cleanser in Amlapura City, (2) product quality has a positive and substantial role in purchasing decisions for Cetaphil skin care types Gentle Skin Cleanser in Kota Amlapura, and (3) brand image has a positive and substantial role in purchasing decisions for Cetaphil skin care types Gentle Skin Cleanser in Amlapura City.*

**Keywords;** *product quality, brand image, purchasing decisions*