

**PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP
KEPUTUSAN PEMBELIAN NOKEN KULIT KAYU KHAS DAERAH
MEEPAGO PAPUA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan citra merek terhadap keputusan pembelian noken kulit kayu khas daerah Meepago Papua. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah konsumen noken kulit kayu khas daerah Meepago Papua, dan objek penelitian ini adalah kualitas produk, citra merek dan keputusan pembelian. Data dikumpulkan dengan kuesioner dan dilakukan 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, dan (3) kualitas produk dan citra merek berpengaruh signifikan terhadap keputusan pembelian noken kulit kayu khas daerah Meepago Papua.

Kata kunci: citra merek, kualitas produk, keputusan pembelian

**THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE
PURCHASE DECISION OF REGIONAL SPECIAL NOKEN LEATHER
MEEPAGO PAPUA**

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ABSTRACT

This study aims to examine the effect of product quality and brand image on the purchasing decision of the noken bark typical of the Meepago Papua region. The research design used in this study is causal quantitative. The subjects in this study were consumers of noken bark typical of the Meepago Papua region, and the objects of this study were product quality, brand image and purchasing decisions. Data were collected by questionnaire and performed 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, and (3) product quality and brand image had a significant effect on purchasing decisions for noken bark typical of the Meepago Papua region.

Keywords: brand image, product quality, purchase decision

