

**PENGARUH CITRA MEREK (*BRAND IMAGE*) DAN KUALITAS
PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK
SCARLETT WHITENING PADA MAHASISWA FAKULTAS
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ABSTRAK

Penelitian ini memiliki tujuan menguji pengaruh variabel citra merek (*brand image*) dan kualitas produk terhadap keputusan pembelian produk Scarlett Whitening secara parsial dan simultan pada mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha. Populasi penelitian ini adalah seluruh mahasiswa S1 dan D4 Fakultas Ekonomi. Jumlah sampel penelitian ini sebanyak 100 menggunakan rumus Slovin. Teknik sampel yang dipakai ialah teknik *Purposive Sampling*. Metode pengumpulan data menggunakan penyebaran kuesioner dan diolah melalui analisis regresi linear berganda. Uji hipotesis dilakukan dengan menguji uji t dan uji F yang diolah dengan bantuan *SPSS 26 for Windows*. Penelitian ini menunjukkan bahwa citra merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening dengan nilai t_{hitung} di atas nilai t_{tabel} yakni $8,149 > 1,984$ dengan signifikansi $0,000 < 0,05$ (2) Kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening dengan nilai t_{hitung} di atas nilai t_{tabel} yakni $7,770 > 1,984$ serta nilai signifikansi $0,000 < 0,05$ dan (3) Citra merek (*brand image*) dan kualitas produk memiliki pengaruh secara positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening dengan nilai F_{hitung} lebih besar dari F_{tabel} yakni $44,386 > 3,09$ dan signifikansi $0,000 < 0,05$.

Kata kunci: Citra Merek, Kualitas Produk, Keputusan Pembelian

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON
PRODUCT PURCHASE DECISIONS SCARLETT WHITENING IN
STUDENTS OF THE FACULTY OF ECONOMICS, GANESHA
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ABSTRACT

This research aims to test the influence of brand image and product quality variables on purchasing decisions for Scarlett Whitening products partially and simultaneously among students at the Faculty of Economics, Ganesha Education University. The population of this study were all undergraduate and D4 students of the Faculty of Economics. The number of samples for this research was 100 using the Slovin formula. The sampling technique used is the Purposive Sampling technique. The data collection method uses questionnaires and is processed through multiple linear regression analysis. Hypothesis testing was carried out by testing the t test and F test which were processed with the help of SPSS 26 for Windows. This research shows that brand image has a positive and significant influence on the decision to purchase Scarlett Whitening products with a value of t_{hitung} above the value of t_{tabel} , namely $8.149 > 1.984$ with a significance of $0.000 < 0.05$ (2) Product quality has a positive and significant influence on the decision to purchase Scarlett products Whitening with a value of t_{hitung} above the value of t_{tabel} , namely $7.770 >$ value of t_{tabel} 1.984 and a significance value of $0.000 < 0.05$ and (3) Brand image (image) and product quality have a positive and significant influence on purchasing decisions for Scarlett Whitening products with a value of F_{hitung} greater than F_{tabel} , namely $44.386 > 3.09$ and significance $0.000 < 0.05$.

Keywords: Brand Image, Product Quality, Purchasing Decisions