

**PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP
KEPUTUSAN PEMBELIAN HELM ARC PADA MAHASISWA JURUSAN
MANAJEMEN UNDIKSHA**

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ABSTRAK

Penelitian ini memiliki capaian untuk membuktikan dampak kualitas produk beserta citra merek baik secara simultan ataupun parsial pada keputusan pembelian Helm ARC terhadap mahasiswa Jurusan Manajemen Undiksha. Rancangan pengujian yang dipergunakan ialah pengujian kuantitatif kausal. pemilihan sampel di pengujian mempergunakan metode *purposive sampling*. total sampel yang dipergunakan ialah 100 responden. Instrumen yang dipergunakan di pengumpulan data ialah angket, pencatatan berkas beserta metode analisa data yang dipergunakan ialah analisa regresi linier berganda. temuan dari pengujian ini ialah: (1) kualitas produk beserta citra merek berperan positif beserta subtansial pada keputusan pembelian helm ARC terhadap mahasiswa jurusan manajemen undiksha (2) kualitas produk berperan positif beserta subtansial pada keputusan pembelian helm ARC terhadap mahasiswa jurusan manajemen undiksha. (3) citra merek berperan positif beserta subtansial pada keputusan pembelian helm ARC terhadap mahasiswa jurusan manajemen undiksha.

Kata Kunci: Kualitas produk, Keputusan pembelian, Citra merek

***THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON ARC
HELMET PURCHASE DECISION FOR STUDENTS OF MANAGEMENT
DEPARTMENT UNDIKSHA***

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ABSTRACT

This study has the achievement to prove the impact of product quality along with brand image both simultaneously and partially on the ARC Helmet purchasing decision for students of Management Department Undiksha. The test design used is causal quantitative testing. The selection of samples in the test uses the purposive sampling method. The total sample used is 100 respondents. The instruments used in data collection are questionnaires, file recording and the data analysis method used is multiple linear regression analysis. The findings of this test are: (1) product quality and brand image play a positive and substantial role in the purchasing decision of ARC helmets for students majoring in management at Undiksha (2) product quality plays a positive and substantial role in the purchasing decision of ARC helmets for students majoring in management at Undiksha. (3) brand image plays a positive and substantial role in the purchasing decision of ARC helmets for students majoring in management at Undiksha.

Keywords: Product quality, Purchasing decision, Brand image

