

**PENGARUH *DIRECT MARKETING*, *BRAND IMAGE*, DAN KUALITAS
PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA BEAUTY
PRODUK SKINCARE NPURE DI KECAMATAN BULELENG**

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ABSTRAK

Riset ini bermaksud untuk mengkaji efek *direct marketing*, *brand image*, serta *kualitas produk* kepada pilihan preferensi pembeli, baik dengan cara simultan atau parsial. Desain riset memakai kuantitatif kausal, dengan subjek riset yakni pelanggan produk *skincare* Npure pada Kecamatan Buleleng. Objek riset mencakup *direct marketing*, *brand image*, serta kualitas produk dalam hubungannya dengan keputusan pembelian. Penentuan sampel dijalankan melalui penerapan teknik *purposive sampling* dengan melibatkan 90 responden sebagai sampel. Data dikumpulkan menggunakan kuesioner sebagai instrumen penelitian, sementara metode analisis yang digunakan adalah analisis regresi linear berganda. Temuan riset memperlihatkan *direct marketing*, *brand image*, dan kualitas produk secara bersamaan memberikan pengaruh yang signifikan terhadap keputusan pembelian. Selain itu, secara terpisah, *direct marketing* berkontribusi secara positif dan signifikan terhadap keputusan pembelian, begitu juga dengan *brand image* dan kualitas produk, yang masing-masing berpengaruh secara positif dan signifikan terhadap keputusan pembelian.

Kata kunci: keputusan pembelian, *brand image*, *direct marketing*, kualitas produk

***THE EFFECT OF DIRECT MARKETING, BRAND IMAGE, AND
PRODUCT QUALITY ON PURCHASE DECISIONS FOR NPURE BEAUTY
SKIN CARE PRODUCTS IN BULELENG REGENCY***

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ABSTRACT

This research aims to examine the effects of direct marketing, brand image, and product quality on buyer preference choices, either simultaneously or partially. The research design uses quantitative causal, with the research subjects being customers of Npure skincare products in Buleleng District. The research objects include direct marketing, brand image, and product quality in relation to purchasing decisions. The sample determination was carried out through the application of purposive sampling techniques involving 90 respondents as samples. Data were collected using a questionnaire as a research instrument, while the analysis method used was multiple linear regression analysis. The research findings show that direct marketing, brand image, and product quality simultaneously have a significant influence on purchasing decisions. In addition, separately, direct marketing contributes positively and significantly to purchasing decisions, as well as brand image and product quality, each of which has a positive and significant influence on purchasing decisions.

Keywords: purchasing decisions, brand image, direct marketing, product quality