

PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN MOBIL GRAN MAX DI ASTRA DAIHATSU SINGARAJA

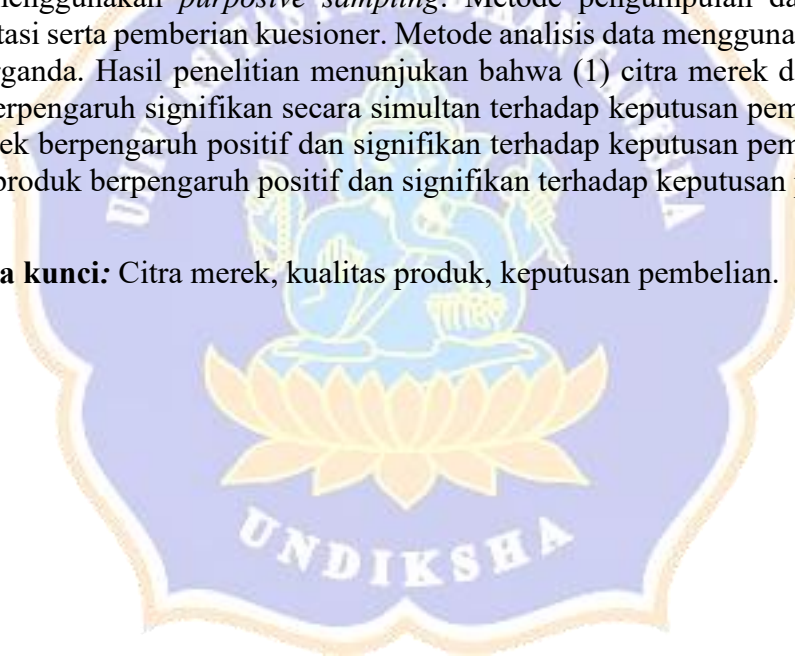
Oleh:

**I Ketut Arya Weda Asthika, NIM 2117041198
Jurusan Manajemen**

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh citra merek dan kualitas produk terhadap keputusan pembelian baik secara simultan maupun parsial. Rancangan penelitian ini menggunakan penelitian kuantitatif dengan menggunakan desain penelitian kausal. Subjek penelitian konsumen Astra Daihatsu Singaraja dan objek penelitian ini yaitu citra merek, kualitas produk, dan keputusan pembelian. Jumlah sampel dalam penelitian ini sebanyak 150 responden, dengan penentuan sampel menggunakan *purposive sampling*. Metode pengumpulan data melalui dokumentasi serta pemberian kuesioner. Metode analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) citra merek dan kualitas produk berpengaruh signifikan secara simultan terhadap keputusan pembelian. (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata-kata kunci: Citra merek, kualitas produk, keputusan pembelian.



***THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON THE
PURCHASE DECISION OF GRAN MAX CARS AT ASTRA DAIHATSU
SINGARAJA***

By:

**I Ketut Arya Weda Asthika, NIM 2117041198
Department of Management**

ABSTRACT

This study aims to examine the influence of brand image and product quality on purchase decisions, both simultaneously and partially. This research adopts a quantitative approach using a causal research design. The research subjects are customers of Astra Daihatsu Singaraja, and the research objects are brand image, product quality, and purchase decisions. The sample size in this study is 150 respondents, determined using purposive sampling. Data were collected through documentation and questionnaires. The data analysis method used is multiple linear regression. The results of the study show that (1) brand image and product quality have a significant simultaneous influence on purchase decisions, (2) brand image has a positive and significant influence on purchase decisions, and (3) product quality has a positive and significant influence on purchase decisions.

Keywords: *Brand image, product quality, purchase decision.*

