

PENGARUH KUALITAS PRODUK DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN *SUNBLOCK CREAM NIVEA*

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan *brand image* terhadap keputusan pembelian *sunblock cream* Nivea. Rancangan penelitian menggunakan pendekatan kausal dengan data kuantitatif. Penentuan sampel dalam penelitian ini menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling*. Dengan jumlah sampel yang digunakan sebanyak 100 responden. Instrumen pengumpulan data yang digunakan adalah kuesioner dengan teknik analisis regresi linier berganda. Adapun hasil penelitian ini adalah: (1) kualitas produk dan *brand image* berpengaruh signifikan terhadap keputusan pembelian *sunblock cream* Nivea, (2) kualitas produk berpengaruh signifikan terhadap keputusan pembelian *sunblock cream* Nivea, (3) *brand image* berpengaruh signifikan terhadap keputusan pembelian *sunblock cream* Nivea.

Kata Kunci: kualitas produk, *brand image*, keputusan pembelian

THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE DECISIONS OF NIVEA SUNBLOCK CREAM

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ABSTRACT

This study aims to examine the effect of product quality and brand image on purchase decisions of Nivea sunblock cream. The research design employs a causal approach using quantitative data. The sample in this study was determined using a non-probability sampling method with a purposive sampling technique, involving a total of 100 respondents. Data were collected using a questionnaire, and multiple linear regression analysis was applied as the data analysis technique. The results of this study indicate that: (1) product quality and brand image have a significant effect on purchase decisions of Nivea sunblock cream, (2) product quality has a significant effect on purchase decisions of Nivea sunblock cream, and (3) brand image has a significant effect on purchase decisions of Nivea sunblock cream.

Keywords: product quality, brand image, purchase decision