

PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP MINAT BELI LAPTOP MEREK ACER DI KOTA SINGARAJA

Oleh

Ida Bagus Putu Indra Pratama, NIM 2117041148

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan citra merek terhadap minat beli laptop merek Acer. Sampel penelitian terdiri atas 140 orang dengan menggunakan teknik *purposive sampling* pada konsumen di Kota Singaraja yang berminat membeli laptop Merek Acer. Instrumen yang digunakan yaitu melalui survei online menggunakan kuesioner dan kemudian dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap minat beli laptop Merek Acer; (2) citra merek berpengaruh positif dan signifikan terhadap minat beli laptop Merek Acer; (3) kualitas produk dan citra merek secara simultan berpengaruh signifikan terhadap minat beli laptop Merek Acer. Hal ini memiliki arti bahwa kualitas produk yang kuat dan citra merek kuat di benak konsumen mampu meningkatkan niat beli konsumen terhadap produk laptop Merek Acer

Kata kunci: citra merek, kualitas produk, minat beli,



THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE INTENTION OF ACER LAPTOPS IN SINGARAJA CITY

By

Ida Bagus Putu Indra Pratama, NIM 2117041148

Department of Management

ABSTRACT

This study aims to examine the influence of product quality and brand image on the purchase intention of Acer laptops. The research sample consisted of 140 respondents selected using a purposive sampling technique among consumers in Singaraja City who were interested in purchasing Acer laptops. The data were collected through an online survey using a structured questionnaire and analyzed using multiple linear regression analysis. The results of the study indicate that: (1) product quality has a positive and significant effect on the purchase intention of Acer laptops; (2) brand image has a positive and significant effect on the purchase intention of Acer laptops; and (3) product quality and brand image simultaneously have a significant effect on the purchase intention of Acer laptops. These findings imply that strong product quality and a positive brand image in the minds of consumers are able to enhance consumers' purchase intentions toward Acer laptop products.

Keywords: brand image, product quality, purchase intention

