

PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR FILANO DI KECAMATAN BULELENG KOTA SINGARAJA

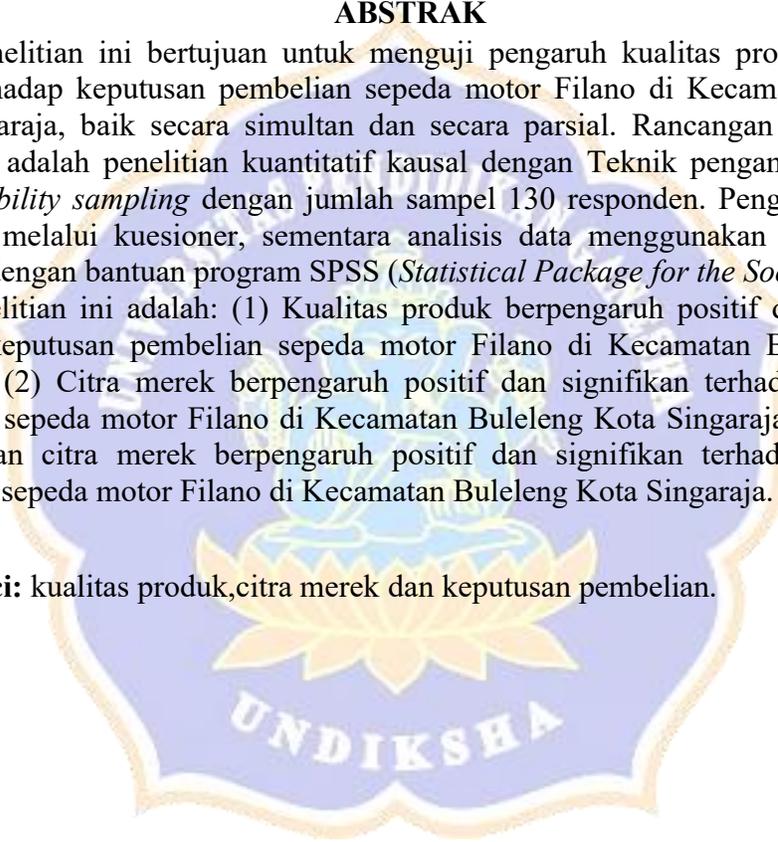
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan citra merek terhadap keputusan pembelian sepeda motor Filano di Kecamatan Buleleng Kota Singaraja, baik secara simultan dan secara parsial. Rancangan metode yang digunakan adalah penelitian kuantitatif kausal dengan Teknik pengambilan sampel *non-probability sampling* dengan jumlah sampel 130 responden. Pengumpulan data dilakukan melalui kuesioner, sementara analisis data menggunakan regresi linear berganda dengan bantuan program SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian ini adalah: (1) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Filano di Kecamatan Buleleng Kota Singaraja. (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Filano di Kecamatan Buleleng Kota Singaraja. (3) Kualitas produk, dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian sepeda motor Filano di Kecamatan Buleleng Kota Singaraja.

Kata kunci: kualitas produk, citra merek dan keputusan pembelian.



THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS OF FILANO MOTORCYCLES IN BULELENG DISTRICT, SINGARAJA CITY

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ABSTRACT

This study aims to examine the effect of product quality and brand image on the purchasing decisions of Filano motorcycles in Buleleng District, Singaraja City, both simultaneously and partially. The research method design used is causal quantitative research with non-probability sampling technique involving a sample of 130 respondents. Data collection was conducted through questionnaires, while data analysis employed multiple linear regression with the assistance of the SPSS (Statistical Package for the Social Sciences) program. The results of this study are: (1) Product quality has a positive and significant effect on the purchasing decisions of Filano motorcycles in Buleleng District, Singaraja City. (2) Brand image has a positive and significant effect on the purchasing decisions of Filano motorcycles in Buleleng District, Singaraja City. (3) Product quality and brand image have a positive and significant effect on the purchase decision of Filano motorcycles in Buleleng District, Singaraja City.

Keywords: *product quality, brand image, and purchase decision.*

