

PENGARUH *BRAND IMAGE* DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT WHITENING PADA MAHASISWA UNDIKSHA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand image* dan kualitas produk terhadap keputusan pembelian produk Scarlett Whitening pada mahasiswa Universitas Pendidikan Ganesha (Undiksha). Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Subjek dalam penelitian ini adalah mahasiswa Undiksha yang pernah membeli dan menggunakan produk Scarlett Whitening, sedangkan objek penelitian meliputi *brand image*, kualitas produk, dan keputusan pembelian. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 140 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner yang kemudian dianalisis menggunakan analisis regresi linier berganda dengan bantuan program SPSS. Penelitian ini dilakukan karena adanya fenomena tingginya penggunaan produk Scarlett Whitening di kalangan mahasiswa meskipun persaingan produk *skincare* di Indonesia semakin ketat. Hasil penelitian menunjukkan bahwa: (1) *brand image* dan kualitas produk berpengaruh signifikan secara simultan terhadap keputusan pembelian produk Scarlett Whitening pada mahasiswa Undiksha, (2) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening pada mahasiswa Undiksha, dan (3) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett Whitening pada mahasiswa Undiksha. Temuan penelitian ini menunjukkan bahwa semakin baik citra merek yang dimiliki Scarlett Whitening dan semakin tinggi kualitas produk yang dirasakan konsumen, maka semakin tinggi pula keputusan konsumen untuk membeli produk tersebut. Implikasi dari penelitian ini adalah Scarlett Whitening diharapkan mampu mempertahankan citra merek yang positif melalui strategi pemasaran yang tepat serta menjaga kualitas produk agar tetap sesuai dengan kebutuhan dan harapan konsumen. Selain itu, perusahaan juga perlu terus melakukan inovasi produk agar mampu meningkatkan kepercayaan dan minat beli konsumen, khususnya di kalangan mahasiswa.

Kata kunci: *brand image*, kualitas produk, keputusan pembelian.

***THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON THE
PURCHASE DECISION OF SCARLETT WHITENING PRODUCTS
AMONG UNDIKSHA STUDENTS***

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ABSTRACT

This study aims to examine the influence of brand image and product quality on the purchase decision of Scarlett Whitening products among students at Ganesha University of Education (Undiksha). This study employs a quantitative approach with a causal research design. The subjects of this study are Undiksha students who have purchased and used Scarlett Whitening products, while the research variables include brand image, product quality, and purchase decision. The sampling technique used was non-probability sampling with a purposive sampling method. The sample size for this study was 140 respondents. Data collection was conducted through the distribution of questionnaires, which were then analyzed using multiple linear regression analysis with the aid of SPSS software. This study was conducted due to the phenomenon of high usage of Scarlett Whitening products among students despite increasingly fierce competition in the skincare market in Indonesia. The results of the study indicate that: (1) brand image and product quality have a significant simultaneous effect on the purchase decision for Scarlett Whitening products among Undiksha students, (2) brand image has a positive and significant effect on the purchase decision for Scarlett Whitening products among Undiksha students, and (3) Product quality has a positive and significant effect on Undiksha students' decisions to purchase Scarlett Whitening products. The findings of this study indicate that the better the brand image of Scarlett Whitening and the higher the product quality perceived by consumers, the more likely consumers are to purchase the product. The implications of this study are that Scarlett Whitening is expected to maintain a positive brand image through appropriate marketing strategies and ensure that product quality remains in line with consumer needs and expectations. In addition, the company also needs to continue innovating its products to increase consumer trust and purchasing interest, particularly among college students.

Keywords: brand image, product quality, purchase decision.