

PENGARUH KUALITAS PRODUK, PROMOSI, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN KOPI MEREK MOOLA PEDAWA

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ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh kualitas produk, promosi dan citra merek terhadap keputusan pembelian Kopi Merek Moola Pedawa. Jenis penelitian ini ialah asosiatif dengan pendekatan kuantitatif. Populasinya sebanyak 384 responden, didapat dengan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuesioner. Pengujian hipotesis pun menggunakan uji t, dan uji f. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan kualitas produk, promosi, dan citra merek berpengaruh positif terhadap keputusan pembelian

Kata kunci: Kualitas Produk, Promosi, Citra Merek, Keputusan Pembelian

The purpose of this study was to discover the effect of product quality, promotion and brand image on the purchase decision of Moola Pedawa Coffee. This type of research is associative with a quantitative approach. The population for 384 respondents, collected by the purposive sampling technique. The data collection method was using questionnaires. Hypothesis tests were conducted using the t test and f test. The results showed that partially and simultaneously product quality, promotion, and brand image have a positively effect on purchase decisions

Keywords: Product Quality, Promotion, Brand Image, Purchase Decision