

ABSTRAKSI

M.DEDI KURNIAWAN, Analisis Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian melalui Minat Beli Kopi Good Day (Studi Kasus di Wilayah Petamburan, Jakarta Pusat). (dibimbing oleh Muhammad Fariz).

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk (X1) dan Citra Merek (X2) terhadap Keputusan Pembelian (Y) melalui Minat Beli (Z) pada produk Kopi Good Day Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 110 responden. Responden penelitian ini adalah masyarakat yang pernah membeli dan mengkonsumsi produk Kopi Good Day di wilayah Petamburan, Jakarta Pusat. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh terhadap minat beli, citra merek berpengaruh terhadap minat beli, kualitas produk berpengaruh terhadap keputusan pembelian, citra merek berpengaruh terhadap keputusan pembelian, dan minat beli berpengaruh terhadap keputusan pembelian. Selanjutnya kualitas produk berpengaruh terhadap keputusan pembelian melalui minat beli dan citra merek berpengaruh terhadap keputusan pembelian melalui minat beli.

Kata Kunci: Kualitas Produk, Citra Merek, Minat Beli, dan Keputusan Pembelian

ABSTRACT

M.DEDI KURNIAWAN, *Analysis of the influence of product quality and brand image toward the purchasing decision through the buying interest on Mie Sedaap product (Case Study on Consumer Kopi Good Day in Petamburan, Center Jakarta). (Supervised by Muhammad Fariz).*

The objective of this study is to find out the influence of product quality and brand image toward the purchasing decision through the consumers interest on Kopi Good Day product. The method used in this study was purposive sampling, the total of respondent are 110 respondent. The respondent in this study is the people who have bought and consumed Kopi Good Day in Petamburan, Center Jakarta. This study was analyzed using factor analysis as a Validity test, Reliability, Path Analysis, and Determination.

The result of this study showed that product quality had an effect towards buying interest, brand image had an effect towards buying interest, product quality had an effect towards purchase decisions, brand image had an effect towards purchase decisions, and buying interest had an effect towards purchase decisions on Kopi Good Day product. And then Product quality had an effect toward purchasing decision through the buying interest and brand image had an effect toward purchasing decision through the buying interest on Kopi Good Day product.

Keywords: *Product Quality, Brand Image, Buying Interest, Purchasing Decisions.*