

ABSTRAK

Fitri Oktaviani, Pengaruh Kualitas Produk, Citra Merek dan Promosi terhadap Keputusan Pembelian Tas Charles & Keith (Studi Kasus di wilayah Kebon Jeruk, Jakarta Barat). (Dibimbing oleh Bapak Jatmiko).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Produk, Citra Merek, dan Promosi terhadap Keputusan Pembelian Tas Charles & Keith di Wilayah Kebon Jeruk, Jakarta Barat. Teknik analisis regresi linier berganda. Sampel yang diambil sebanyak 150 responden yakni seluruh konsumen yang pernah membeli dan menggunakan tas Charles & Keith. penentuan sampel dengan teknik non probability sampling.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Tas Charles & Keith (b) Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian tas Charles & Keith (c) Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian tas Charles & Keith (d) Kualitas Produk, Citra Merek, dan Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian tas Charles & Keith (e) Citra Merek merupakan variabel paling dominan yang berpengaruh terhadap Keputusan Pembelian tas Charles & Keith di wilayah Kebon Jeruk, Jakarta Barat.

Kata Kunci : Kualitas Produk, Citra Merek, Promosi dan Keputusan Pembelian

ABSTRACT

Fitri Oktaviani, Influence of Produk Quality, Brand Image and Promotion on Decision to Purchase Charles & Keith Bags in Kebon Jeruk Region, West Jakarta. (Guided by Jatmiko)

This study aims to determine how much influence Product Quality, Brand Image and Promotion on Decision to Purchase Charles & Keith Bags in Bags in Kebon Jeruk Region, West Jakarta. Data analysis technique using Multiple Linier Regression Analysis. Samples taken as many as 150 respondents, namely all consumers who every buy and used Charles & Keith bags. Determination of sample with technique of non probability sampling.

Based on the result of research, it can be concluded that (a) Product Quality have postive an significant influence to Purchase Decision of Charles & Keith bags (b) Brand image have postive an significant influence to Purchase Decision of Charles & Keith bags (c) Promotion have postive an significant influence to Purchase Decision of Charles & Keith bags (d) Product Quality, Brand Image, and Promotion have a positive influence together to Charles & Keith bags Purchase Decision (e) Brand Image is dominant variable that influence to decision of purchasing Charles & Keith bags in Kebon Jeruk area, West Jakarta.

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