

## ABSTRAK

**Judul** : **Pengaruh Iklan, Citra Merek, Kualitas Produk terhadap Keputusan Pembelian Bedak Padat Wardah**  
**Nama** : **Devi Ariyanti**  
**Program Studi** : **Manajemen**

Penelitian ini bertujuan untuk mengetahui Pengaruh Iklan, Citra Merek, Kualitas Produk terhadap Keputusan Pembelian Bedak Padat Wardah. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 150 responden yakni seluruh orang yang pernah membeli dan menggunakan Bedak Padat Wardah. Penentuan sampel dengan teknik *Non Probability Sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa : (1) Iklan Tidak berpengaruh positif dan tidak signifikan terhadap Keputusan Pembelian Bedak Padat Wardah, (2) Citra Merek Berpengaruh positif dan Signifikan terhadap Keputusan Pembelian Bedak Padat Wardah, (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Bedak Padat Wardah, (4) Iklan, Citra Merek, Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Bedak Padat Wardah.

**Kata Kunci** : **Iklan, Citra Merek, Kualitas Produk, Keputusan Pembelian**

## ABSTRACT

**Title** : *Ad Effects, Brand Image, Product Quality on the Decision to Purchase Wardah Solid Powder*  
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**Study program** : *Management*

*This study aims to determine the effect of advertising, brand image, product quality on purchasing decisions Wardah Solid Powder. Data analysis techniques using Multiple Linear Regression Analysis. Samples taken as many as 150 respondents were all people who had bought and used Wardah Solid Powder. Determination of the sample with Non-Probability Sampling technique. Based on the results of the study it can be concluded that: (1) Advertising does not have a positive and significant effect on Wardah Solid Purchase Decision, (2) Brand Image has a positive and significant influence on Wardah Solid Purchase Decision, (3) Product Quality has a positive and significant effect on Wardah Solid Powder Purchasing Decision, (4) Advertising, Brand Image, Product Quality has a positive and significant effect on Wardah Solid Powder Purchasing Decision.*

**Keywords:** *Advertising, Brand Image, Product Quality, Purchasing Decisions*