

PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN TV LG DI PT INTAV PRIMA SOLUSINDO

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ABSTRACT

This study aims to determine the effect of brand image and product quality on LG TV purchasing decisions at PT Intav Prima Solusindo. In this study, researchers used behavioristic theory and used quantitative research methods using survey methods by distributing questionnaires to respondents. There are two independent variables, namely brand image (X1) and product quality (X2), one dependent variable is the purchase decision (Y). The result of the research shows that the value of the indicator is equal to Brand Image, it is obtained an average interpretation rate of 3.531. As for the indicator of product quality, an average interpretation rate is obtained of 3,472, this figure is included in the very good category. This is shown that the better the brand image and product quality, the higher the decision to buy LG TV at PT Intav Prima Solusindo.

Keywords : Brand Image, Product Quality, Decision To Buy, PT Intav Prima Solusindo

ABSTRACT

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan kualitas produk terhadap keputusan pembelian TV LG di PT Intav Prima Solusindo. Dalam penelitian ini peneliti menggunakan teori behavioristik dan menggunakan metode penelitian kuantitatif dengan menggunakan metode survey dengan cara membagikan kuesioner kepada responden. Terdapat dua variable bebas yaitu citra merek (X1) dan kualitas produk (X2), satu variable terikat yaitu keputusan pembelian (Y). Hasil penelitian menunjukkan nilai dari indikator sebesar Citra Merek diperoleh rata-rata angka penafsiran sebesar 3,531. Adapun indikator kualitas produk diperoleh rata-rata angka penafsiran sebesar 3,472, angka ini termasuk kedalam kategori sangat baik. Hal ini ditunjukkan semakin baik citra merek dan kualitas produk maka semakin tinggi keputusan pembelian TV LG di PT Intav Prima Solusindo.

Kata Kunci : Citra Merek, Kualitas Produk, Keputusan Pembelian, PT Intav Prima Solusindo