

## ABSTRAK

### **MARSELA WEMAY- Pengaruh Kualitas layanan dan Citra Merek Terhadap Keputusan Pembelian Melalui Minat Beli kartu Indosat (Studi Kasus Di Wilayah Tanjung Duren Jakarta Barat.**

Penelitian ini dilatarbelakangi oleh adanya tren kartu seluler yang semakin banyak di kalangan masyarakat dengan keunggulan-keunggulan dari masing-masing kartu seluler. Namun yang paling inti dalam Penelitian ini adalah bertujuan untuk mengetahui seberapa besar pengaruh kualitas layanan dan Citra Merek terhadap Keputusan Pembelian melalui Minat Beli Kartu Indosat . Variabel independen terdiri atas kualitas layanan dan Citra Merek, variabel dependen terdiri atas Keputusan Pembelian dan variabel intervening terdiri atas Minat Beli . Teknik analisis data menggunakan Analisis Jalur/*Path Analysis*.

Metode Pengambilan sampel ini menggunakan *Purposive Sampling* dengan menentukan sampel yang diinginkan. Dengan Populasi dalam penelitian ini adalah seluruh pelanggan kartu indosat melalui pengisian kuesioner yang di ambil sebanyak 170 responden yakni seluruh Pelanggan kartu indosat di wilayah tanjung duren, Jakarta barat.

Berdasarkan hasil penelitian dapat disimpulkan bahwa kualitas layanan dan Citra Merek berpengaruh positif dan signifikan terhadap Minat Beli dan Keputusan Pembelian walaupun banyak bermunculan kartu seluler namun kartu indosat masih menjadi pilihan banyak konsumen.

**Kata Kunci: Kualitas layanan, Kepercayaan, Keputusan pembelian, Minat Beli.**

**ABSTRACT**

**WEMAY MARSELA - *Effect of Service Quality and Brand Image on Purchasing Decisions Through Interest in Buying Indosat Cards (Case Study in Tanjung Duren Region, West Jakarta.***

*This research is motivated by the growing trend of cellular cards in the community with the advantages of each cellular card. But the most important thing in this research is to find out how much influence the quality of service and brand image has on purchasing decisions through interest in buying Indosat cards. The independent variable consists of service quality and Brand Image, the dependent variable consists of Purchasing Decisions and the intervening variable consists of Buying Interests. Data analysis techniques use Path Analysis.*

*This sampling method uses purposive sampling by determining the desired sample. With the population in this study were all Indosat card subscribers by filling out questionnaires taken as many as 170 respondents, namely all Indosat card customers in Tanjung Duren, West Jakarta.*

*Based on the results of the study it can be concluded that the quality of service and Brand Image has a positive and significant effect on Purchasing Interests and Purchasing Decisions even though many cellular cards have emerged but Indosat cards are still the choice of many consumers.*

***Keywords: Service quality, trust, purchase decision, buying interest.***