

ABSTRAKSI

MUHAMMAD RAFFY SYAHHARA, Analisis Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian melalui Minat Beli konsumen Luwak White Koffie. (dibimbing oleh Jatmiko).

Penelitian ini bertujuan untuk mengetahui pengaruh Citra Merek (X1) dan Kualitas Produk (X2) terhadap Keputusan Pembelian (Y) melalui Minat Beli (Z) pada produk Luwak White Koffie Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 150 responden. Responden penelitian ini adalah masyarakat yang pernah membeli dan mengkonsumsi produk Luwak White Koffie di wilayah Pinang, Tangerang. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa Citra Merek berpengaruh terhadap minat beli, Kualitas Produk berpengaruh terhadap minat beli, Citra Merek berpengaruh terhadap Keputusan Pembelian, Kualitas Produk berpengaruh terhadap Keputusan Pembelian, dan Minat beli berpengaruh terhadap Keputusan pembelian. Selanjutnya Citra Merek berpengaruh terhadap Keputusan pembelian melalui Minat Beli dan Kualitas produk berpengaruh terhadap keputusan pembelian melalui minat beli.

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

ABSTRACT

MUHAMMAD RAFFY SYAHHARA, *Analysis of the influence of brand image and product quality toward the purchasing decision through the buying interest on Luwak White Koffie. (Supervised by Jatmiko).*

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 Luwak White Koffie product. The method used in this study was purposive sampling, the total of respondent are 150 respondent. The respondent in this study is the people who have bought and consumed Luwak White Koffiein 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 Brand Image had an effect towards buying interest, Product Quality had an effect towards buying interest, Brand Image had an effect towards purchase decisions, Product Quality had an effect towards purchase decisions, and buying interest had an effect towards purchase decisions on Luwak White Koffie product. And then brand image had an effect toward purchasing decision through the buying interest and Product quality had an effect toward purchasing decision through the buying interest on Luwak White Koffie product.

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