

ABSTRAKSI

PUTRI PRATIWI, Analisis Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian melalui Minat Beli Mie Sedaap (Studi Kasus di Wilayah Ciledug, Tangerang). (dibimbing oleh R.A. Nurlinda).

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk (X1) dan Citra Merek (X2) terhadap Keputusan Pembelian (Y) melalui Minat Beli (Z) pada produk Mie Sedaap. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 130 responden. Responden penelitian ini adalah masyarakat yang pernah membeli dan mengkonsumsi produk Mie Sedaap di wilayah Ciledug, Tangerang. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh terhadap minat beli, citra merek berpengaruh terhadap minat beli, kualitas produk berpengaruh terhadap keputusan pembelian, citra merek berpengaruh terhadap keputusan pembelian, dan minat beli berpengaruh terhadap keputusan pembelian. Selanjutnya kualitas produk berpengaruh terhadap keputusan pembelian melalui minat beli dan citra merek berpengaruh terhadap keputusan pembelian melalui minat beli.

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

ABSTRACT

PUTRI PRATIWI, *Analysis of the influence of product quality and brand image toward the purchasing decision through the buying interest on Mie Sedaap product (Case Study on Consumer Mie Sedaap in Ciledug, Tangerang).* (Supervised by R.A. Nurlinda).

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 Mie Sedaap product. The method used in this study was purposive sampling, the total of respondent are 130 respondent. The respondent in this study is the people who have bought and consumed Mie Sedaap in Ciledug, Tangerang. This study was analyzed using factor analysis as a Validity test, Reliability, Path Analysis, and Determination.

The result of this study showed that product quality had an effect towards buying interest, brand image had an effect towards buying interest, product quality had an effect towards purchase decisions, brand image had an effect towards purchase decisions, and buying interest had an effect towards purchase decisions on Mie Sedaap product. And then Product quality had an effect toward purchasing decision through the buying interest and brand image had an effect toward purchasing decision through the buying interest on Mie Sedaap product.

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