

ABSTRAK

Eka Pratiwi, 71170312059, Pengaruh Citra Merek, Kualitas Produk Terhadap Keputusan Pembelian Produk Pepsodent (Studi Kasus Di Fakultas Ekonomi UISU)

Rumusan masalah dalam skripsi ini adalah bagaimana pengaruh citra merek terhadap keputusan pembelian produk pepsodent pada mahasiswa Fakultas Ekonomi UISU, Bagaimana pengaruh kualitas produk terhadap keputusan pembelian produk pepsodent pada mahasiswa Fakultas Ekonomi UISU, Bagaimana pengaruh citra merek dan kualitas produk terhadap keputusan pembelian produk pepsodent pada mahasiswa Fakultas Ekonomi UISU. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh citra merek terhadap keputusan pembelian produk pepsodent pada mahasiswa Fakultas Ekonomi UISU, pengaruh kualitas produk terhadap keputusan pembelian produk pepsodent pada mahasiswa Fakultas Ekonomi UISU, pengaruh citra merek dan kualitas produk terhadap keputusan pembelian produk pepsodent pada mahasiswa Fakultas Ekonomi UISU.

Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi Program Manajemen Stambuk 2018 yaitu berjumlah 212 orang mahasiswa dan yang dijadikan sampel adalah keseluruhan sebanyak 68 orang mahasiswa. Data diperoleh melalui data instansi, data perpustakaan dan literatur-literatur. Teknik pengambilan data penulis lakukan melalui wawancara (*interview*) dan studi dokumen. Teknik analisis data penulis lakukan melalui metode analisis deskriptif dan metode analisis regresi linear berganda.

Hasil penelitian ini menjelaskan bahwa ada pengaruh positif variabel citra merek terhadap variabel keputusan pembelian. Ada pengaruh positif variabel kualitas produk terhadap variabel keputusan pembelian. Ada pengaruh variabel Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian pasta gigi *pepsodent* mahasiswa Fakultas Ekonomi Universitas Islam Sumatera Utara Program Studi Manajemen Stambuk 2018. Citra merek dan kualitas produk secara simultan memiliki pengaruh terhadap keputusan pembelian.

Kata Kunci : Citra Merek, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Eka Pratiwi, 71170312059, The Influence of Brand Image, Product Quality on Pepsodent Product Purchase Decisions (Case Study at the Faculty of Economics UISU)

The formulation of the problem in this thesis is how the influence of brand image on the purchasing decisions of Pepsodent products for students of the Faculty of Economics at UISU, How is the effect of product quality on purchasing decisions for Pepsodent products for students of the Faculty of Economics, UISU, How are the effects of brand image and product quality on purchasing decisions for Pepsodent products for students UISU Faculty of Economics.

The purpose of this study was to determine and analyze the effect of brand image on purchasing decisions for Pepsodent products for students of the Faculty of Economics, UISU, the effect of product quality on purchasing decisions for Pepsodent products for students of the Faculty of Economics, UISU, the influence of brand image and product quality on purchasing decisions for Pepsodent products for students of the Faculty of Economics. UISU Economics. The population in this study were all students of the 2018 Stambuk Management Program Faculty of Economics, which amounted to 212 students and the total sample was 68 students. Data obtained through agency data, library data and literatures. The author's data collection technique was done through interviews (interviews) and document studies. The data analysis technique of the writer is done through descriptive analysis method and multiple linear regression analysis method.

The results of this study explain that there is a positive influence of brand image variables on purchasing decision variables. There is a positive effect of product quality variables on purchasing decision variables. There is an influence of Brand Image and Product Quality on the Purchase Decision of Pepsodent toothpaste students of the Faculty of Economics, North Sumatra Islamic University, Stambuk Management Study Program 2018. Brand image and product quality simultaneously have an influence on purchasing decisions.

Keywords: Brand Image, Product Quality, Purchase Decision