

ABSTRAK

Nurul Ismi. 71200312070. Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Skin Care Ms Glow di Fakultas Ekonomi Dan Bisnis Universitas Islam Sumatera Utara. Dibimbing oleh: Hj. Iriani., S.E., M.Si sebagai Pembimbing I dan Syafrizal S.E., M.M sebagai Pembimbing II. Skripsi: 2024.

Ms Glow, merek skincare lokal yang populer di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara, menawarkan produk terjangkau yang sudah lulus uji BPOM. Tujuan penelitian ini untuk mengetahui pengaruh kualitas produk dan citra merek terhadap keputusan pembelian skin care Ms Glow di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara. Jenis penelitian ini adalah penelitian asosiatif dengan sampel sebanyak 62 mahasiswa Program Studi Manajemen Stambuk 2020 Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara dan analisis yang digunakan adalah regresi linear berganda. Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian skin care Ms Glow di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian skin care Ms Glow di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara. Kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian skin care Ms Glow di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara.

Kata Kunci: Kualitas Produk, Citra Merek, Keputusan Pembelian

ABSTRACT

Nurul Ismi. 71200312070. The Influence of Product Quality and Brand Image on the Purchasing Decision of Ms Glow Skincare at the Faculty of Economics and Business, Islamic University of North Sumatra. Supervised by: Hj. Iriani, S.E., M.Si as Supervisor I and Syafrizal, S.E., M.M as Supervisor II. Thesis: 2024.

Ms Glow, a local skincare brand popular among students of the Faculty of Economics and Business at the Islamic University of North Sumatra, offers affordable products that have passed BPOM tests. This study aims to determine the influence of product quality and brand image on the purchasing decisions of Ms Glow skincare in the Faculty of Economics and Business at the Islamic University of North Sumatra. This associative research involved a sample of 62 students from the Management Study Program, Class of 2020, Faculty of Economics and Business at the Islamic University of North Sumatra, and utilized multiple linear regression analysis. The results show that product quality has a positive and significant effect on the purchasing decisions of Ms Glow skincare in the Faculty of Economics and Business at the Islamic University of North Sumatra. Brand image also has a positive and significant effect on the purchasing decisions of Ms Glow skincare in the Faculty of Economics and Business at the Islamic University of North Sumatra. Both product quality and brand image have a positive and significant effect on the purchasing decisions of Ms Glow skincare in the Faculty of Economics and Business at the Islamic University of North Sumatra.

Keywords: Product Quality, Brand Image, Purchasing Decision