

ABSTRAK

Persaingan industri kosmetik di Indonesia semakin pesat. Hal ini ditandai oleh tingkat persaingan antar perusahaan kosmetik semakin ketat. Wardah merupakan Brand Kecantikan dengan menjadikan wardah sebagai produk yang memiliki kualitas produk dan citra merek yang baik dimata konsumen. Tujuan penelitian untuk mengetahui pengaruh kualitas produk dan citra merek terhadap keputusan pembelian. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel 101 responden. Teknik pengambilan sampel di ambil dengan Teknik pengambilan sampel di ambil dengan teknik nonprobability sampling, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis regresi Linier Berganda. Hasil penelitian ini menunjukkan bahwa; (1) kualitas produk berpengaruh parsial dan signifikan terhadap keputusan pembelian, (2) citra merek berpengaruh parsial dan signifikan terhadap keputusan pembelian, (3) terdapat pengaruh simultan antara kualitas produk dan citra merek terhadap keputusan pembelian

Kata kunci: Kualitas Produk; Citra Merek; Keputusan Pembelian; Wardah



ABSTRACT

The competition in the cosmetic industry in Indonesia is growing rapidly. This is indicated by the level of competition between cosmetic companies is getting tighter. Wardah is a Beauty Brand by making wardah a product that has product quality and a good brand image in the eyes of consumers. The purpose of the study was to determine the effect of product quality and brand image on purchasing decision. This type of research uses quantitative descriptive, with a sample 101 respondents. The sampling technique taken by the nonprobability sampling technique, the data collection instrument was a questionnaire. Data analysis using multiple Linear Regression Analysis. The results of this study indicate that; (1) product quality partially has a significant effect on purchasing decision, (2) brand image partially has a significant effect on purchasing decision, (3) there is a simultaneous influence between product quality and brand image on purchasing decisions.

Keywords: Product Quality; Brand Image; Purchasing Decisions; Wardah

