

ABSTRAK

Tren fashion di Indonesia masih terus berkembang saat ini. Pertumbuhan tersebut merupakan hasil dari ketersediaan perancang busana lokal yang brilian yang terus-menerus memunculkan ide-ide baru untuk model pakaian terbaru demi menarik minat konsumen. Tujuan dilakukannya penelitian ini antara lain adalah untuk mengetahui, menganalisis, serta menjelaskan 1) kualitas produk, citra merek dan keputusan pembelian pada produk Uniqlo di Resinda Park Mall Karawang. 2) Pengaruh parsial kualitas produk dan citra merek terhadap keputusan pembelian produk uniqlo di Resinda Park Mall Karawang. 3) Pengaruh simultan kualitas produk dan citra merek terhadap keputusan pembelian produk uniqlo di Resinda Park Mall Karawang. Penelitian dilakukan dengan menggunakan pendekatan kuantitatif dengan metode survey. Sampel yang diambil berdasarkan teknik purposive sampling dengan kriteria pernah membeli produk Uniqlo yaitu berjumlah 96 orang. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda dan analisis koefisien determinasi dalam menguji hipotesis. Berdasarkan hasil analisis deskriptif, diketahui bahwa kualitas produk dan citra merek Uniqlo berada dalam skala baik, sedangkan keputusan pembelian berada pada skala tinggi. Hasil Analisis Regresi Linier Berganda diperoleh persamaan $Y = 13,110 + 0,507 + 0,253 + 0,731$. Hasil uji statistik menunjukkan bahwa terdapat pengaruh positif dan signifikan variabel kualitas produk dan citra merek terhadap keputusan pembelian baik secara parsial maupun secara simultan

Kata Kunci : Citra Merek, Keputusan Pembelian, Kualitas Produk.

ABSTRACT

Fashion trends in Indonesia are still growing today. This growth is the result of the availability of brilliant local fashion designers who constantly come up with new ideas for the latest clothing models to attract consumer interest. The purpose of this research is to identify, analyze, and explain 1) product quality, brand image and purchasing decisions on Uniqlo products at Resinda Park Mall Karawang. 2) The partial effect of product quality and brand image on purchasing decisions for Uniqlo products at Resinda Park Mall Karawang. 3) Simultaneous effect of product quality and brand image on purchasing decisions for Uniqlo products at Resinda Park Mall Karawang. The research was conducted using a quantitative approach with a survey method. Samples were taken based on purposive sampling technique with the criteria of having purchased Uniqlo products, which amounted to 96 people. The data analysis technique used descriptive analysis, classical assumption test, multiple linear regression analysis and analysis of the coefficient of determination in testing the hypothesis. Based on the results of descriptive analysis, it is known that the product quality and brand image of Uniqlo are on a good scale, while purchasing decisions are on a high scale. The results of the Multiple Linear Regression Analysis obtained the equation $Y = 13.110 + 0.507 + 0.253 + 0.731$. The results of statistical tests show that there is a positive and significant effect of product quality and brand image variables on purchasing decisions, either partially or simultaneously.

Keywords: Brand Image, Purchase Decision, Product Quality.

