

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promosi dan kualitas produk terhadap keputusan pembelian dengan citra merek sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah seluruh Konsumen yang memiliki kendaraan suzuki di kota Semarang yang jumlah populasinya tidak diketahui. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa promosi dan kualitas produk berpengaruh positif dan signifikan terhadap citra merek. Promosi, kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. citra merek mampu menjadi variabel intervening antara promosi terhadap keputusan pelanggan dan citra merek juga mampu menjadi variabel intervening antara promosi terhadap keputusan pembelian.

Kata Kunci: Promosi, Kualitas Produk, Citra Merek dan Keputusan Pembelian

ABSTRACT

This study aims to analyze the effect of promotion and product quality on purchasing decisions with brand image as an intervening variable. The population used in this study are all consumers who have suzuki vehicles in Semarang city whose population is unknown. The sampling technique uses a non-probability sampling technique using a purposive sampling method, where the sample is selected according to certain criteria. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that promotion and product quality have a positive and significant effect on brand image. Promotion, product quality and brand image have positive and significant influence on purchasing decisions. brand image is able to be an intervening variable between promotion of customer decisions and brand image is also able to be an intervening variable between promotion of purchasing decisions.

Keywords: Promotion, Product Quality, Brand Image and Purchasing Decisions