

## ABSTRAK

**Joy Francisco Simbolon, NIM 7153210022, Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Converse di Planet Store Plaza Medan Fair. Skripsi Jurusan Manajemen Fakultas Ekonomi, Universitas Negeri Medan Tahun 2022.**

Penelitian ini bertujuan untuk mengetahui dan menjelaskan citra merek dan kualitas produk terhadap keputusan pembelian sepatu Converse secara parsial dan simultan di Planet Sport Plaza Medan Fair. Penelitian ini dilaksanakan di P Planet Sport Plaza Medan Fair pada tahun 2022 dengan populasi sebanyak 31.980 orang dan sampel dalam penelitian ini menggunakan teknik *Stratified Random Sampling* yaitu sebanyak 100 orang. Teknik pengumpulan data yang digunakan adalah observasi dan kuesioner. Reliabilitas angket menggunakan uji *Alpha Cronbach* dan validitas angket diuji dengan uji Korelasi *Product Moment*. Hasil uji parsial menunjukkan bahwa terdapat pengaruh positif dan signifikan citra merek terhadap keputusan pembelian sepatu Converse dan terdapat pengaruh positif dan signifikan kualitas produk terhadap keputusan pembelian sepatu Converse. Hasil uji secara simultan menunjukkan bahwa terdapat pengaruh citra merek dan kualitas produk terhadap keputusan pembelian sepatu Converse di Planet Sport Plaza Medan Fair. Dan hasil analisis *R Square* menunjukkan bahwa sebesar 45,8% keputusan pembelian sepatu Converse dipengaruhi oleh citra merek dan kualitas produk.

**Kata kunci : Citra Merek, Kualitas Produk, dan Keputusan Pembelian**



## ABSTRACT

*Joy Francisco Simbolon, NIM 7153210022, The Influence of Brand Image and Product Quality on Converse Shoes Purchase Decisions at Planet Store Plaza Medan Fair. Thesis of Management Department, Faculty of Economics, Medan State University in 2022. This study aims to determine and explain brand image and product quality to the decision to purchase Converse shoes partially and simultaneously at Planet Sport Plaza Medan Fair. This research was conducted at P Planet Sport Plaza Medan Fair in 2022 with a population of 31,980 people and the sample in this study used the Stratified Random Sampling technique, which was 100 people. Data collection techniques used are observation and questionnaires. The reliability of the questionnaire used the Cronbach Alpha test and the validity of the questionnaire was tested with the Product Moment Correlation test. The results of the partial test indicate that there is a positive and significant effect of brand image on the purchasing decision of Converse shoes and there is a positive and significant effect of product quality on the purchasing decision of Converse shoes. Simultaneous test results show that there is an influence of brand image and product quality on the purchasing decision of Converse shoes at Planet Sport Plaza Medan Fair. And the results of R Square analysis show that 45.8% of Converse shoe purchasing decisions are influenced by brand image and product quality.*

*Keywords: Brand Image, Product Quality, and Purchase Decision*