ABSTRAK

Desy Christanty, NIM 7133210021. "Pengaruh *Brand Image* (Citra Merek) Dan Keragaman Produk Terhadap Keputusan Pembelian Konsumen di Oriflame Cabang Medan". Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2017.

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image* (Citra Merek) dan Keragaman Produk Terhadap Keputusan Pembelian di Oriflame Cabang Medan. Sampel dalam penelitian ini adalah seluruh member wanita yang pernah melakukan transaksi pembelian langsung di Oriflame cabang Medan sebanyak 110 orang.

Teknik pengumpulan data yang digunakan adalah melalui kuesioner yaitu dengan cara menyebarkan kuesioner kepada responden dan mengumpulkannya kembali. Teknik analisis data yang digunakan adalah Regresi Linear Berganda. Sebelum data diregresikan maka terlebih dahulu di uji keterkaitannya antara variabel, datanya di uji menggunakan uji asumsi klasik. Serta untuk mengetahui kontribusi faktor brand image (citra merek) dan keragaman produk terhadap keputusan pembelian konsumen digunakan rumus r square.

Setelah kuesioner dianalis maka diperoleh hasil penelitian variabel *brand image* (cirra merek) berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian konsumen dan variabel keragaman produk berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian di Oriflame cabang Medan. Untuk menguji hipotesis dalam penelitian ini gunakan uji F dimana hasil yang diperoleh bahwa ada pengaruh positf dan signifikan antara *brand image* (citra merek) dan keragaman produk keputusan pembelian di Orfiflame cabang Medan.

Kata Kunci : Citra Merek, Keragaman Produk, Keputusan Pembelian

ABSTRACT

Desy Christanty. NIM 7133210021 "The Effect of Brand Image and the Varieties of Products on Customer Purchase Decision at Oriflame Branch Office in Medan. Thesis Department of Management Faculty of Economics, University Negeri Medan in 2017.

This study aims to find out the effect of brand image and the varieties of products on customer purchase decision at Oriflame branch office in Medan. The sample of the study were 110 female customers who ever transacted direct purchasing at Oriflame branch office in Medan.

Data collection techniques used is through a questionnaire that is by distributing questionnaires to the respondents and collect them again. The data analysis technique used is multiple linear regression. Before the data is regressed then advance in association test between variables, using test data in the test classic assumptions. As well as to determine the contribution of price and location factors on consumer purchasing decisions used the formula r squre.

After the questionnaires were analyzed research, the results are brand image variable is positive and significant effect partially on customer purchase decisions and varieties of products variable is positive and significant effect partially on customer purchase decision at Oriflame branch office in Medan. To test this hypothesis using the F test where the results obtained that there positive and significant influence between the brand image and the varieties of products on customer Purchase decision at Oriflame Branch Office in Medan.

Keywords: Brand Image, Varieties of Products, Purchase Decisions