

ABSTRAK

Siti Raisa Ana, NIM: 7173510062. “Pengaruh *Brand Image* dan Kualitas Produk Terhadap Keputusan Pembelian pada Produk Sepatu Converse (Studi Pada Mahasiswa Manajemen Universitas Negeri Medan Tahun 2020-2022)”.

Penelitian ini bertujuan untuk mengetahui pengaruh dari *brand image* dan kualitas produk secara parsial dan simultan terhadap keputusan pembelian pada produk sepatu converse (Studi pada mahasiswa Manajemen Universitas Negeri Medan Tahun 2020- 2022). Teknik pengambilan sampel dalam penelitian ini adalah *accidental sampling* dengan jumlah sampel sebanyak 80 mahasiswa. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner dengan skala likert. Analisis data dalam penelitian ini menggunakan analisis regresi linear, uji T, uji F dan koefisien determinasi (R^2) yang dilakukan dengan bantuan IBM SPSS 22. Hasil penelitian menunjukkan bahwa *brand image* secara parsial berpengaruh terhadap keputusan pembelian pada produk sepatu converse dengan nilai $t_{hitung} > t_{tabel}$ ($4,834 > 1,664$) dan signifikansi $< 0,05$ ($0,000 < 0,05$). Kualitas produk secara parsial berpengaruh terhadap keputusan pembelian pada produk sepatu converse dengan nilai $t_{hitung} > t_{tabel}$ ($2,589 > 1,664$) dengan signifikansi $< 0,05$ ($0,012 < 0,05$). *Brand image* dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian pada produk sepatu converse dengan nilai $F_{hitung} > F_{tabel}$ ($36,784 > 3,12$) dengan nilai signifikansi $< 0,05$ ($0,000 < 0,05$). Uji koefisien determinasi menunjukkan nilai R Square sebesar 0,489 yang bermakna bahwa variabel *brand image* (X_1) dan variabel kualitas produk (X_2) memberikan pengaruh terhadap variabel terikat keputusan pembelian (Y) sebesar 48,9% sedangkan sisanya 51,1% dipengaruhi oleh variabel-variabel lain diluar variabel dalam penelitian ini.

Kata Kunci : Brand Image, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Siti Raisa Ana, NIM: 7173510062. “Effect of Brand Image and Product Quality on Purchasing Decision on Converse Shoe Product (Study on Management Students at Medan State University in 2020-2022)”.

This research was aimed at discovering the effect of brand image and product quality partially and simultaneously on purchasing decision on converse shoe product (Study on Management Students at Medan State University in 2020-2022). The sampling technique of this research was accidental sampling with the number of samples were 80 students management. This research used questionnaire as the technique of data collection. The validity and the reliability of the instrument had been tested. The questionnaire used Likert scale in scoring the responses. This research used linear regression as the technique of data analysis and hypothesis was tested by using t-test, f-test and coefficient determination (R^2) which done by using IBM SPSS 22. The results showed that the brand image partially had positive and significant effect on purchasing decision on converse shoe product which was proven by the score of $t_{count} > t_{table}$ ($4,834 > 1,664$) and signification $< 0,05$ ($0,000 < 0,05$). The product quality partially had positive and significant effect on purchasing decision on converse shoe product which was proven by the score nilai $t_{count} > t_{table}$ ($2,589 > 1,664$) and signification $< 0,05$ ($0,012 < 0,05$). The brand image and product quality simultaneously had positive and significant effect on purchasing decision on converse shoe product which was proven by the score of nilai $F_{count} > F_{table}$ ($36,784 > 3,12$) and signification $< 0,05$ ($0,000 < 0,05$). The test of coefficient determination showed that the R Square was 0,594 which meant that brand image and product quality were able to explain their effects on purchasing decision on converse shoe product as much as 48,9%. Meanwhile the rest of 51,1% was affected by the undefined factors.

Keywords: Brand Image, Product Quality, Purchasing Decision