

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian E-Commerce JD.ID Melalui Citra Merek Sebagai Variabel Intervening Pada Mahasiswa Feb Upi “YPTK” Padang. Metode Metode pengumpulan data melalui survie dan menyebarkan kuesioner, dengan sampel 80 responden. Metode analisis yang digunakan adalah analisis jalur menggunakan aplikasi SmartPLS.

Hasil penelitian yang didapatkan berdasarkan pengaruh Kualitas Produk berpengaruh dan signifikan Terhadap Citra Merek, Harga berpengaruh dan signifikan terhadap Citra Merek, Promosi berpengaruh dan signifikan terhadap Citra Merek, Kualitas Produk berpengaruh dan signifikan terhadap Keputusan Pembelian, Harga berpengaruh dan signifikan terhadap Keputusan Pembelian, Promosi berpengaruh dan signifikan terhadap Keputusan pembelian, Citra Merek berpengaruh dan signifikan terhadap Keputusan Pembelian, Kualitias Produk berpengaruh dan signifikan terhadap Keputusan Pembelian melalui Citra Merek, Harga berpengaruh dan signifikan terhadap Keputusan Pembelian melalui Citra Merek dan Promosi berpengaruh dan signifikan terhadap Keputusan Pembelian Melalui Citra Merek.

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

ABSTRACT

This study aims to examine how much influence product quality, price and promotion have on purchasing decisions for JD.ID e-commerce through brand image as an intervening variable in students of Feb Upi “YPTK” Padang. Methods Methods of data collection through surveys and distributing questionnaires, with a sample of 80 respondents. The analysis method used is path analysis using the SmartPLS application.

The results obtained are based on the influence of product quality and significant effect on brand image, price has significant and significant effect on brand image, promotion has significant and significant effect on brand image, product quality has significant and significant effect on purchasing decisions, price has significant and significant effect on purchasing decisions, promotion has significant effect and significant to the purchase decision, Brand Image has a significant and significant effect on the Purchase Decision, Product Quality has a significant and significant effect on the Purchase Decision through the Brand Image, Price has a significant and significant effect on the Purchase Decision through the Brand Image and Promotion has a significant and significant effect on the Purchase Decision through the Brand Image.

Keywords: Product Quality, Price, Promotion, Brand Image and Purchase Decision