

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh kualitas produk dan promosi terhadap keputusan pembelian daging sapi segar di kedai et daging melalui citra merek sebagai variabel intervening. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 92 responden. Metode analisis yang digunakan *structural equation modeling* menggunakan smartpls.

Hasil penelitian yang didapatkan terdapat pengaruh yang signifikan kualitas produk terhadap citra merek. Terdapat pengaruh yang signifikan promosi terhadap citra merek. Terdapat pengaruh yang signifikan kualitas produk terhadap keputusan pembelian. Terdapat pengaruh yang tidak signifikan promosi keputusan pembelian. Terdapat pengaruh yang signifikan citra merek terhadap keputusan pembelian. Terdapat pengaruh yang signifikan kualitas produk terhadap keputusan pembelian melalui citra merek. Terdapat pengaruh yang signifikan promosi keputusan pembelian melalui citra merek.

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

ABSTRACT

This research aims to test how much influence product quality and promotion have on the decision to purchase fresh beef at E-Teachers through brand image as an intervening variable. The data collection method is through surveys and distributing questionnaires, with a sample of 92 respondents. The analytical method used is structural equation modeling using smartpls.

The research results showed that there was a significant influence of product quality on brand image. There is a significant influence of promotion on brand image. There is a significant influence of product quality on purchasing decisions. There is an insignificant influence on promotion on purchasing decisions. There is a significant influence of brand image on purchasing decisions. There is a significant influence of product quality on purchasing decisions through brand image. There is a significant influence on promotion of purchasing decisions through brand image.

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