

ABSTRAK

GIFFARI ADLI, No.BP 16101155310018, Manajemen Fakultas ekonomi dan Bisnis (2020), "Pengaruh kualitas produk dan citra merek terhadap keputusan pembelian dengan kepuasan pelanggan sebagai variable intervening pada produk minyak sari murni produksi PT. Bintara Tani Nusantara cabang pasaman barat", dibawah bimbingan Ibuk Dr. Zefriyenni, M.M. dan Bapak Emil Salim, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Produk, Citra Merek terhadap Kepuasan Pelanggan dan Kualitas Produk, Citra Merek dan Kepuasan Pelanggan Terhadap Keputusan Pembelian. Metode pengumpulan data melalui survey dan kuesioner. Metode analisis yang digunakan Analisis Linier Berganda, Koefisien Determinasi, untuk Uji hipotesis digunakan Uji f dan Uji t dan Path Analysis. Sampel yang digunakan berjumlah 93 responden.

Hasil penelitian yang didapatkan berdasarkan uji parsial (uji t) diperoleh Kualitas Produk dan Citra Merek secara parsial berpengaruh signifikan terhadap Kepuasan Pelanggan dengan ($\text{sig} < 0,05$). Selanjutnya Hasil Penelitian yang didapatkan berdasarkan uji parsial (t) diperoleh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian dengan Kepuasan Pelanggan Sebagai variabel Intervening Pelanggan dengan ($\text{sig} < 0,05$). Hasil analisis jalur Kepuasan Pelanggan memediasi pengaruh Kualitas Produk terhadap Keputusan Pembelian ($0,682 > 0,522$). Kepuasan Pelanggan memediasi pengaruh Citra merek terhadap Keputusan Pembelian ($0,311 > 0,185$)

Kontribusi variabel Kualitas Produk dan Citra Merek terhadap Kepuasan Pelanggan sebesar 0,247 atau 24,7%. Sedangkan sisanya adalah 75,3% dipengaruhi oleh variabel lain di luar penelitian ini. Kemudian Kontribusi Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Melalui Kepuasan Pelanggan Sebagai Variabel Intervening sebesar 0,680 atau 68%. Sedangkan sisanya adalah 42% dipengaruhi oleh variabel lain di luar penelitian ini

Kata kunci : Kualitas Produk, Citra Merek, Keputusan Pembelian dan Kepuasan Pelanggan

ABSTRACT

GIFFARI ADLI, No.BP 16101155310018, Management of the Faculty of Economics and Business (2020), "The influence of product quality and brand image on purchasing decisions with customer satisfaction as an intervening variable in the pure juice products produced by PT. BintaraTani Nusantara, West Pasaman Branch ", under the guidance of Dr.Zefriyenni, M.M. and Mr.EmilSalim, S.E., M.M.

This study aims to determine how much influence the Product Quality and Brand Image together (simultaneously) and partially on Purchasing Decisions with Customer Satisfaction as Intervening Variables. Data collection methods through surveys and questionnaires. The analytical method used is Multiple Linear Analysis, Determination Coefficient, for the Hypothesis Test used the f Test and t Test and Path Analysis. The sample used was 93 respondents.

Based on research obtained based on a partial test (t test) obtained: Product Quality and Brand Image have a positive and significant impact on Customer Satisfaction. Product Quality, Brand Image and Customer Satisfaction have a positive and significant impact on Purchasing Decisions. Then based on the hypothesis test together (f test) shows there is a positive and significant effect between Product Quality, Brand Image on Purchasing Decisions. The research results obtained based on partial test (t) obtained Product Quality and Brand Image partially significant effect on Customer Satisfaction with (sig <0.05). Furthermore, the research results obtained based on partial test (t) obtained Product Quality and Brand Image on Purchasing Decisions with Customer Satisfaction as a Customer Intervening variable with (sig <0.05). The results of the analysis of the path of Customer Satisfaction mediate the effect of Product Quality on Purchasing Decisions (0.682 > 0.522). Customer Satisfaction mediates the influence of brand image on Purchasing Decisions (0.311 > 0.185)

The variable contribution of Product Quality and Brand Image to Customer Satisfaction is 0.247 or 24.7%. While the rest is 75.3% influenced by other variables outside this study. Then the contribution of product quality and brand image to the purchase decision through customer satisfaction as an intervening variable of 0.680 or 68%. While the rest is 42% influenced by other variables outside this study

Keywords: *Product Quality, Brand Image, Purchasing Decisions and Customer Satisfaction*