

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Strategi Promosi, Keragaman Produk Dan Citra Merek Terhadap Keputusan Pembelian Pelanggan Dengan Kualitas Pelayanan Sebagai Variabel Intervening Pada Toko HNH Di Area Lubuk Begalung Kota Padang. Metode yang digunakan adalah analisis regresi linier berganda dan analisis jalur. Dengan mengedarkan kuesioner sebanyak 115 responden.

Hasil diperoleh Terdapat pengaruh positif dan signifikan Strategi Produk terhadap Kualitas Pelayanan pada Toko HNH Di Area Lubuk Begalung Kota Padang. Terdapat pengaruh positif dan signifikan Keragaman Produk terhadap Kualitas Pelayanan pada Toko HNH Di Area Lubuk Begalung Kota Padang. Terdapat pengaruh positif dan signifikan Citra Merk terhadap Kualitas Pelayanan pada Toko HNH Di Area Lubuk Begalung Kota Padang. Terdapat pengaruh positif dan signifikan Strategi Produk terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang. Terdapat pengaruh positif dan signifikan Keragaman Produk terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang. Terdapat pengaruh positif dan signifikan Citra Merk terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang. Terdapat pengaruh positif dan signifikan Kualitas Pelayanan terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang. Kualitas Pelayanan tidak memediasi pengaruh Strategi Produk terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang. Kualitas Pelayanan memediasi pengaruh Keragaman Produk terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang. Kualitas Pelayanan memediasi pengaruh citra merek terhadap Keputusan Pembelian pada Toko HNH Di Area Lubuk Begalung Kota Padang.

Akhirnya penulis menyarankan kepada pimpinan Toko HNH Di Area Lubuk Begalung Kota Padang untuk lebih meningkatkan strategi produk, keragaman produk dan citra merek.

Kata Kunci : Strategi Produk, Keragaman Produk, Citra Merek, Kualitas Pelayanan Dan Keputusan Pembelian

ABSTRACT

This study aims to find out the Influence of Promotion Strategy, Product Diversity And Brand Image on Customer Purchasing Decisions With Service Quality As Intervening Variables At HNH Stores In Lubuk Begalung Area of Padang City. The methods used are multiple linear regression analysis and path analysis. By circulating questionnaires as many as 115 respondents.

Results obtained There is a positive and significant influence of Product Strategy on Service Quality at HNH Stores In Lubug Begalung Area of Padang City. There is a positive and significant influence of Product Diversity on Service Quality at HNH Stores in Lubug Begalung Area of Padang City. There is a positive and significant influence of Brand Image on Service Quality at HNH Store in Lubug Begalung Area of Padang City. There is a positive and significant influence of Product Strategy on Purchasing Decisions at HNH Stores in Lubug Begalung Area of Padang City. There is a positive and significant influence of Product Diversity on Purchasing Decisions at HNH Stores in Lubug Begalung Area of Padang City. There is a positive and significant influence of Brand Image on Purchasing Decision at HNH Store in Lubug Begalung Area of Padang City. There is a positive and significant influence of Service Quality on Purchasing Decisions at HNH Stores in Lubug Begalung Area of Padang City. Service Quality does not mediate the influence of Product Strategy on Purchasing Decisions at HNH Stores in Lubug Begalung Area of Padang City. Quality of Service mediates the influence of Product Diversity on Purchasing Decisions at HNH Stores In Lubug Begalung Area of Padang City. Quality of Service mediates the influence of brand image on Purchasing Decisions at HNH Stores in Lubug Begalung Area of Padang City.

Finally the author suggested to the head of HNH Store In Lubug Begalung Area of Padang City to further improve product strategy, product diversity and brand image.

Keywords : Product Strategy, Product Diversity, Brand Image, Service Quality And Purchasing Decisions