

**PENGARUH KUALITAS PRODUK, CITRA MEREK DAN PROMOSI
TERHADAP KEPUASAN PEMBELIAN DI STORE PULL & BEAR
PLAZA AMBARRUKMO YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji: (1) pengaruh Kualitas Merek terhadap Keputusan Pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, (2) pengaruh Citra Merek terhadap Keputusan Pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, (3) pengaruh Promosi terhadap Keputusan Pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, dan (4) pengaruh kualitas produk, citra merek, promosi, terhadap Keputusan Pembelian Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta. Populasi pada penelitian ini adalah konsumen yang pernah melakukan pembelian di Pull & Bear Plaza Ambarrukmo Yogyakarta. Sampel diambil dengan teknik purposive sampling, data dikumpulkan dengan menggunakan kusioner *online* berupa *Google Form*.

Hasil penelitian menunjukkan bahwa (1) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, dibuktikan dengan t hitung sebesar 2,142 dan nilai signifikan sebesar 0,035 ($0,035 < 0,05$), (2) Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, dibuktikan dengan t hitung sebesar 2,384 dan nilai signifikan sebesar 0,020 ($0,020 < 0,05$), (3) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, dibuktikan dengan t hitung sebesar 5,397 dan nilai signifikan sebesar 0,000 ($0,000 < 0,05$). (4) kualitas produk, citra merek, dan promosi berpengaruh simultan berpengaruh positif terhadap keputusan pembelian produk Fashion Pull & Bear Plaza Ambarrukmo Yogyakarta, dibuktikan dengan nilai F hitung sebesar 43,969 nilai signifikan sebesar 0,00 ($0,00 < 0,05$).

Kata kunci: Kualitas Produk, Citra Merek, Promosi, dan keputusan pembelian

**THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND
PROMOTION PERCEPTION OF PURCHASE DECISION IN STORE
PULL & BEAR PLAZA AMBARRUKMO YOGYAKARTA**

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ABSTRACT

This research was aimed to determine (1) the effect of product quality on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchase decisions, (2) the effect of Brand Image on on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchasing decisions, (4) the effect of promotion on on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchasing decisions, and (5) the effect of product quality, brand image, promotion, on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchase decisions. The population in this research were people who had made a purchase at Pull & Bear Plaza Ambarrukmo Yogyakarta, Samples were taken by purposive sampling technique, data were collected using an online questionnaire in the form of Google Form.

The results showed that: (1) product quality had a positive effect on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchase decisions, as proven by the t count 2,142 and the significance value was 0.035 ($0.035 < 0.05$), (2) brand image had a positive effect on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchase decisions, as proven by the t count 2,384 and the significance value was 0.020 ($0.020 < 0.05$), (3) promotion had a positive effect on on Pull & Bear Plaza Ambarrukmo Yogyakarta product purchase decisions, as proven by the t count 5,397 and the significance value was 0.000 ($0.000 < 0.05$), (4) product quality, brand image, and promotion simultaneously have a positive effect on Pull & Bear Plaza Ambarrukmo Yogyakarta Product Purchase Decisions, as proven by the F count value 43,969 and the significance value was $0.00 < 0.05$.

Keyword: product quality, brand image, promotion, and purchase decisions