

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh citra merek, kualitas produk, dan promosi terhadap keputusan pembelian di persebaya *store* kompleks Surabaya.

Jenis penelitian ini bersifat kausal komparatif dengan menggunakan pendekatan kuantitatif. Sampel penelitian berjumlah 98 responden terdiri dari customer yang membeli dan memakai produk persebaya *store* sebanyak dua kali dan lebih dari dua kali di persebaya *store* kompleks Surabaya. Data diambil dengan menggunakan metode *sampling incidental*. Pengumpulan data dengan cara menyebar kuisioner. Metode analisis data dengan menggunakan analisis regresi linier berganda yang perhitungannya dibantu dengan aplikasi SPSS. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas.

Hasil penelitian menunjukkan bahwa variabel citra merek, kualitas produk, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian (studi di persebaya *store* kompleks Surabaya).

Kata kunci: citra merek, kualitas produk, promosi, dan keputusan pembelian

## ABSTRACT

This research aims to examine and analyzed the effect of brand image, product quality, and promotion on purchasing decisions at Persebaya store Komplek Surabaya.

This type of research is casual and comparative using a quantitative approach. The research sample consisted of 98 respondents consisting of customers who bought and used Persebaya store products twice and more than twice at the Persebaya store in the Surabaya Complex. Data were taken by using the incidental sampling method. Collecting data by distributing questionnaires. Methods of data analysis by using multiple linear regression analysis whose calculations are assisted by the SPSS application. Testing instruments by using validity and reliability tests.

The results showed that the variables of brand image, product quality, and promotion had a positive and significant effect on purchasing decisions (study at the Persebaya store complex in Surabaya).

**Keywords:** brand image, product quality, promotion, and purchasing decisions



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