

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi dan kualitas produk terhadap keputusan pembelian yang dimediasi citra merek Jokopi Dinoyo Surabaya. Obyek penelitian ini adalah Jokopi Dinoyo Surabaya di Jl. Dinoyo No. 83B Surabaya, Jawa Timur.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel yang dalam penelitian ini dengan menggunakan *accidental sampling*, yaitu teknik penentuan sampel berdasarkan kebetulan bertemu dengan peneliti dapat digunakan sebagai sampel, bila dipandang orang yang kebetulan ditemui itu cocok sebagai sumber data. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Teknik analisis yang digunakan dalam penelitian ini adalah dengan metode analisis jalur (*path analysis*).

Hasil dalam penelitian ini dibuktikan bahwa promosi berpengaruh positif dan signifikan terhadap citra merek, kualitas produk berpengaruh positif dan signifikan terhadap citra merek. promosi terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil pengujian ini juga menunjukkan besaran pengaruh langsung promosi dan kualitas produk yang di mediasi citra merek terhadap keputusan pembelian lebih besar dibandingkan besaran pengaruh tidak langsung promosi dan kualitas produk yang dimediasi citra merek terhadap keputusan pembelian.

Kata Kunci: promosi, kualitas produk, citra merek, keputusan pembelian.

ABSTRACT

This research aimed to find out the effect of promotion and quality product on buying decisions, which was mediated by the brand image of Jokopi, Dinoyo Surabaya. The research object was Jokopi, Dinoyo Surabaya which was located at Jl. Dinoyo no. 83 B Surabaya, East Java.

The research was quantitative. Moreover, the data collection technique used accidental sampling, in which the sample was taken as the researcher met accidentally and to be considered properly as data sources. Furthermore, the instrument in data collection technique used questionnaires which were distributed to 100 respondents as the sample. Additionally, the data analysis techniques used path analysis.

The research result concluded that promotion had a positive and significant effect on brand image. Likewise, product quality had a positive and significant effect on brand image. While, promotion as well as product quality had a positive and significant effect on buying decisions. In addition, brand image had a positive and significant effect on buying decisions. Also, from this research result, it was showed that how the direct effect of promotion and product quality which were mediated by brand image on buying decisions bigger than the indirect effect of promotion and product quality which were mediated by brand image on buying decisions.

Keywords: *Promotion, Product Quality, Brand Image, Buying Decisions*



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