

ABSTRAK

Penelitian yang peneliti lakukan saat ini menggunakan jenis penelitian kausal komparatif (*causal comparative research*) dengan menggunakan pendekatan kuantitatif. Penelitian ini bertujuan untuk mengetahui karakteristik permasalahan yang sebab dan akibat dari dua variabel independen dan satu variabel intervening serta variabel dependen. Metode survey digunakan dalam memperoleh data dengan menggunakan kuesioner sebagai alat ukur dalam mendapatkan skor jawaban dari responden yang digunakan sebagai sampel dalam penelitian ini.

Teknik pengambilan sampel dalam penelitian ada dua jenis, yakni *probability sampling* dan *non probability sampling*. Sedangkan dalam penelitian ini peneliti menggunakan teknik pengambil sampel adalah *non probability sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 100 responden. Penelitian ini mengambil tema pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian dimediasi citra merek di Mr. DIY BG Junction Surabaya.

Hasil analisa data dan pembahasan didapatkan bahwa kualitas produk memiliki pengaruh signifikan terhadap citra merek, hal ini menunjukkan bahwa kualitas produk yang dijual oleh Mr. DIY BG Junction Surabaya. Kualitas pelayanan memiliki pengaruh signifikan terhadap citra merek, hal ini menunjukkan bahwa kualitas pelayanan yang dilakukan oleh Mr. DIY BG Junction Surabaya. Kualitas produk memiliki pengaruh signifikan terhadap keputusan pembelian Mr. DIY BG Junction Surabaya. Kualitas pelayanan memiliki pengaruh signifikan terhadap keputusan pembelian Mr. DIY BG Junction Surabaya. Citra merek memiliki pengaruh signifikan terhadap keputusan pembelian Mr. DIY BG Junction Surabaya. Kualitas produk memiliki pengaruh signifikan yang dimediasi citra merek terhadap keputusan pembelian Mr. DIY. Kualitas pelayanan memiliki pengaruh tidak signifikan yang dimediasi citra merek terhadap keputusan pembelian Mr. DIY.

Kata-kata kunci: kualitas produk, kualitas pelayanan, citra merek, keputusan pembelian

ABSTRACT

The research was conducted with causal-comparative research with a quantitative approach. This research aimed to find out the characteristics problem of cause and effect from two independent variables and one intervening variable also the dependent variable. Furthermore, the survey method was used to provide data with a questionnaire as the measurement instrument to get an answer score from respondents which were used as a research sample.

The sample collection of this research used two types, namely, probability sampling and non-probability sampling. Moreover, the research sample collection technique used non-probability sampling. The number of samples used was 100 respondents. Meanwhile, this research has taken the theme which was the effect of product quality and service quality on the mediated of the brand image at Mr. DIY BG Junction Surabaya.

The research data analysis and discussion stated that product quality had a significant effect on the brand image, this showed by the product quality sale by Mr. DIY BG Junction Surabaya. The service quality had a significant effect on the brand image, it showed from the service quality conducted by Mr. DIY BG Junction Surabaya. On the other hand, product quality had a significant effect on the purchasing decision of Mr. DIY BG Junction Surabaya. Meanwhile, the service quality had a significant effect on the purchasing decision at Mr. DIY BG Junction Surabaya. In addition, the brand image had a significant effect on the purchasing decision at Mr. DIY BG Junction Surabaya. Product quality has a significant effect mediated by brand image on purchasing decisions Mr. DIY. Service quality has an insignificant effect mediated by brand image on purchasing decisions Mr. DIY.

Keywords: Product Quality, Service Quality, Brand Image, Purchasing Decision



I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day 22/2/22

M. Faisal, S.Rd., M.Pd

STIESIA Language Center
Menur Pumpungan 39 Surabaya 60118, Indonesia