

ABSTRAK

Keputusan Pembelian adalah inti kunci dalam keberhasilan suatu usaha. Tingginya tingkat pencapaian keputusan pembelian dapat meningkatkan keberhasilan suatu usaha. Beberapa faktor yang sangat dapat mempengaruhi keputusan pembelian adalah kualitas produk, kualitas layanan dan citra merek.

Tujuan dari penelitian ini adalah agar kita dapat memahami kualitas produk, kualitas layanan serta citra merek terhadap keputusan pembelian. Populasi yang digunakan adalah para konsumen yang sudah melakukan pembelian terhadap mesin kopi Nescafe Dolce Gusto di Surabaya. Jenis penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel adalah dengan menggunakan *kuesioner* terhadap *customer* yang melakukan pembelian mesin kopi Nescafe Dolce Gusto di Surabaya. Jumlah sampel yang di gunakan adalah sebanyak 98 orang. Adapun Teknik yang di gunakan adalah analisis regresi berganda.

Hasil pengujian menunjukkan kualitas produk, kualitas layanan dan citra merek sangat layak dipergunakan dalam *predictor* keputusan pembelian. Nilai R^2 yang di peroleh sebesar 0,545 memperlihatkan kontribusi dari kualitas produk, kualitas layanan dan citra merek secara Bersama-sama terhadap keputusan pembelian mesin kopi Nescafe Dolce Gusto di Surabaya sebesar 54,5%. Dari hasil pengujian ini secara signifikan memperlihatkan variable kualitas produk, kualitas layanan dan citra merek masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian mesin kopi Nescafe Dolce Gusto di Surabaya.

Kata Kunci : Kualitas Produk, Kualitas Layanan, Citra Merek, Keputusan Pembelian.

ABSTRACT

A purchase decision is the main key to the success of a business. A high level of achievement in purchasing decisions can increase the success of a business. Several factors that could affect the purchase decision are product quality, service quality, and brand image.

This research aimed to understand the product quality, service quality, and brand image in the purchase decision. Furthermore, the research population was customers who have ever purchased the Nescafe Dolce Gusto coffee machine in Surabaya. This research type used a quantitative method. Meanwhile, the research sample collection technique used questionnaires distributed to the customers who have ever purchased the Nescafe Dolce Gusto Coffee machine at Surabaya. Moreover, the number of research samples used was 98 people. The research technique used multiple regression analysis.

The research result showed that product quality, service quality, and brand image were feasible to use as a predictor of the purchase decision. The R^2 value was obtained at 0.545 and it showed a contribution from product quality, service quality, and brand image simultaneously on the purchase decision of the Nescafe Dolce Gusto coffee machine at Surabaya was 54.5%. The examination result significantly indicated that the variables of product quality, service quality and brand image partially had a positive and significant effect on the purchase decision on the Nescafe Dolce Gusto Coffee machine at Surabaya.

Keywords: *Product Quality, Service Quality, Brand Image, Purchase Decision*



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

23/8/22

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

STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia

