

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Promosi, Kualitas Produk terhadap Keputusan Pembelian dengan Citra Merek sebagai variabel Intervening pada Kopi Kenangan Manukan, Surabaya.

Jenis penelitian ini menggunakan metode penelitian deskriptif dengan teknik analisis secara kuantitatif. Proses pengambilan sampel menggunakan metode *nonprobability sampling*. Sehingga diperoleh sejumlah 100 sampel penelitian dengan teknik pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah Partial Least Square (PLS) dengan alat bantu aplikasi SmartPLS 3.0.

Hasil penelitian ini menunjukkan bahwa Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Promosi berpengaruh positif dan signifikan terhadap Citra Merek, Kualitas Produk berpengaruh positif dan signifikan terhadap Citra Merek, Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil pengujian selanjutnya menunjukkan bahwa Promosi dan Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan Citra Merek sebagai variabel intervening pada Kopi Kenangan Manukan, Surabaya. Kondisi ini dapat disimpulkan bahwa Promosi dan Kualitas Produk berpengaruh signifikan secara tidak langsung yang di mediasi oleh Citra Merek.

**Kata Kunci :** Promosi, Kualitas Produk, Keputusan Pembelian, Citra Merek

## **ABSTRACT**

*This research aimed to examine the effect of promotion and quality product on purchasing decisions of Kopi Kenangan, the branch of Manukan in Surabaya; with the brand image as an intervening variable.*

*The research was descriptive-quantitative. Moreover, the data collection technique used non-probability sampling. The instrument of data collection technique used questionnaires. In line with that, there were 100 samples. Furthermore, the data analysis technique used Partial Least Square (PLS) with SmartPLS 3.0. The result concluded that promotion had a significantly positive effect on purchasing decisions.*

*Likewise, product quality had a significantly positive effect on purchasing decisions. Additionally, the promotion had a significantly positive effect on brand image. Similarly, product quality had a significantly positive effect on brand image. In addition, the brand image had a significantly positive effect on purchasing decisions. The following test result showed that both promotion and product quality had a significantly positive effect on purchasing decisions of Kopi Kenangan, the branch of Manukan in Surabaya; with the brand image as an intervening variable. In brief, promotion, as well as product quality, had indirectly significant; which were mediated by brand image.*

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

