

ABSTRAK

BRAND IMAGE MEMEDIASI KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN

Penelitian ini bertujuan untuk mengetahui serta menganalisis peran *brand image* dalam memediasi kualitas produk dan harga terhadap keputusan pembelian produk air mineral aqua 600 ml di Kabupaten Sukabumi. pengambilan sampel sejumlah 97 orang responden yang diambil dengan teknik *propositional random sampling* dengan kriteria; 1) konsumen yang pernah membeli minimal 1 kali produk aqua 600 ml, 2) konsumen yang dilihat cukup dewasa untuk mengisi kuesioner sudah berusia minimal 17 tahun, dengan alasan mampu dalam menentukan pilihan produk. Kuesioner diuji dengan uji validitas, realibilitas, dan asumsi klasik. Metode analisis yang digunakan dalam penelitian ini adalah metode deskriptif serta verifikatif dengan pendekatan kuantitatif. Teknik analisis data yang dilakukan dengan menggunakan analisis jalur (*path analysis*) dan uji sobel dengan program *SPSS for windows*. Hasil dari penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap *brand image*, harga berpengaruh positif dan signifikan terhadap *brand image*, kualitas produk tidak berpengaruh dan tidak signifikan terhadap keputusan pembelian, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian, *brand image* mampu memediasi kualitas produk terhadap keputusan pembelian, *brand image* mampu memediasi harga terhadap keputusan pembelian produk Aqua 600 ml di Kabupaten Sukabumi.

Kata Kunci: Kualitas Produk, Harga, *Brand Image*, Keputusan Pembelian

ABSTRACT

BRAND IMAGE MEDIATES THE EFFECT OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS

This study aims to determine and analyze the role of brand image in mediating product quality and price on purchasing decisions for an aqua 600 ml mineral water product in Sukabumi regency. 97 respondents were sampled using purposive sampling technique with the following criteria; 1) consumers who are purchased at least 1 aqua 600 ml product, 2) consumers who are considered mature enough to fill out the questionnaire are at least 17 years old, on the grounds that they are able to make product choices. The questionnaire was tested with validity, reliability, and classical assumption tests. The analysis method used in this research is descriptive and verification method with a quantitative approach. Data analysis techniques were carried out using path analysis and Sobel test with the SPSS for Windows program. The results of the study indicate that product quality has a positive and significant effect on brand image, price has a positive and significant effect on brand image, product quality has no effect and is insignificant on purchasing decisions, price has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, brand image is able to mediate product quality on purchasing decisions, brand image is able to mediate price on purchasing decisions for Aqua 600 ml products in Sukabumi Regency.

Keyword : Product Quality, Price, Brand Image, Purchasing Decisions