

ABSTRAK

Fadila Ahmad, 2022. Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Produk *Skincare Ms.Glow* di Kota Ternate Melalui Minat Beli Sebagai Variabel Mediasi. Ketua Komisi: Ida Hidayanti, Anggota Komisi: Johan Fahri.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan citra merek terhadap keputusan pembelian melalui minat beli. Penelitian ini merupakan penelitian kuantitatif Populasi dalam penelitian ini yaitu pada konsumen pengguna produk *skincar ms.glow* di kota ternate dengan metode pengambilan sampel yaitu *Non Probability Sampling* dengan pendekatan *Purposive Sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis *path modeling* dengan menggunakan *Smart Partial Least Square (PLS)* versi 3 sebagai alat uji statistik.

Hasil penelitian ini menunjukkan bahwa (1) kualitas produk berpengaruh signifikan terhadap keputusan pembelian, (2) citra merek tidak berpengaruh signifikan terhadap keputusan pembelian, (3) kualitas produk berpengaruh signifikan terhadap minat beli, (4) citra merek berpengaruh signifikan terhadap minat beli, (5) minat beli berpengaruh signifikan terhadap keputusan pembelian, (6) kualitas produk berpengaruh signifikan terhadap keputusan pembelian melalui minat beli, dan (7) citra merek berpengaruh signifikan terhadap keputusan pembelian melalui minat beli.

Kata kunci: Kualitas Produk, Citra Merek, Minat Beli dan Keputusan Pembelian

ABSTRACT

Fadila Ahmad, 2022.The Influence of Product Quality and Brand Image on Purchase Decisions for Ms.Glow Skincare Products in Ternate City through Purchase Intention as a Mediation Variable. Commission Chairman: Ida Hidayanti, Commission Member: Johan Fahri.

This study aims to determine the effect of product quality and brand image on purchasing decisions through buying interest. This research is a quantitative research. The population in this study is consumers who use skincar ms.glow products in the city of Ternate with a sampling method, namely Non Probability Sampling with a Purposive Sampling approach. The data analysis technique used in this research is path modeling analysis using Smart Partial Least Square (PLS) version 3 as a statistical test tool.

The results of this study indicate that (1) product quality has a significant effect on purchasing decisions, (2) brand image has no significant effect on purchasing decisions, (3) product quality has a significant effect on buying interest, (4) brand image has a significant effect on buying interest, (5) buying interest has a significant effect on purchasing decisions, (6) product quality has a significant effect on purchasing decisions through buying interest, and (7) brand image has a significant effect on purchasing decisions through buying interest.

Keywords: Product Quality, Brand Image, Purchase Intention and Purchase Decision