

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, promosi, dan citra merek terhadap minat beli dan dampaknya terhadap keputusan pembelian. Objek penelitian adalah konsumen Natracare di Jakarta Selatan. Sampel yang dipergunakan adalah sebanyak 99 konsumen. Metode penarikan sampel menggunakan teknik sampel jenuh. Metode pengumpulan data menggunakan metode survey dengan instrument penelitian berupa kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa: 1) kualitas berpengaruh signifikan terhadap minat beli. 2) promosi tidak berpengaruh signifikan terhadap minat beli. 3) citra merek berpengaruh signifikan terhadap minat beli. 4) kualitas tidak berpengaruh signifikan terhadap keputusan pembelian 5) promosi berpengaruh signifikan terhadap keputusan pembelian 6) citra merek berpengaruh signifikan terhadap keputusan pembelian 7) minat beli memiliki dampak yang signifikan terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Promosi, Citra Merek, Minat Beli, Keputusan Pembelian.



ABSTRACT

This research aims to analyze the influence of product quality, promotion, and brand image on buying interests and their impact on purchasing decisions. The research object is natracare consumers in South Jakarta area. The sample used is as many as 99 consumers. The sample withdrawal method uses saturated sample techniques. Data collection method using survey method with research instrument in the form of questionnaire. Data analysis method using Partial Least Square. This research proves that: 1) quality has a significant effect on buying interests. 2) promotions have no significant effect on buying interests. 3) brand Image has significant effect on buying interests. 4) quality has not significant effect on purchasing decisions. 5) promotions have significant effect on purchasing decisions. 6) brand image has significant effect on purchasing decisions. 7) buying interests have a significant impact in purchasing decisions.

Keywords: Product Quality, Promotions, Brand Image, Buying Interests, Purchasing Decisions.

