

ABSTRAK

Penelitian ini bertujuan guna menguji pengaruh kualitas produk, Iklan, serta Citra Merek, kemasan terhadap keputusan pembelian pada produk jamu Tolak Angin PT.Sido Muncul yang terletak di Kota Semarang. Ilustrasi dalam riset ini ialah konsumen Tolak Angin yang berjumlah 146 responden dengan metode Non Probability. Tata cara pengumpulan informasi memakai tata cara Kuesioner Penelitian ini memakai metode Partial Least Square dengan menggunakan PLS perlengkapan analisis. Hasil penelitian menampilkan: 1) Ada pengaruh kualitas produk pada keputusan pembelian Tolak Angin. 2) Ada pengaruh Iklan pada keputusan pembelian Tolak Angin. 3) Ada pengaruh Citra Merek pada keputusan pembelian Tolak Angin. 4) Ada pengaruh Kemasan pada keputusan pembelian Tolak Angin. 5) kualitas produk, Iklan, serta Citra Merek, Kemasan secara simultan terhadap keputusan pembelian Tolak Angin.

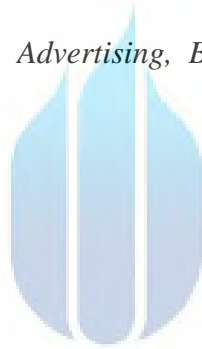
Kata kunci: Kualitas Produk, Iklan , Citra Merek, Iklan, Keputusan Pembelian



ABSTRACT

This study aims to examine the effect of product quality, advertising, and brand image, packaging on purchasing decisions on herbal products Tolak Angin PT.Sido Muncul located in the city of Semarang. The illustration in this research is the consumers of Tolak Angin, totaling 146 respondents using the Non-Probability method. The procedure for collecting information uses the Questionnaire method. This study uses the Partial Least Square method by using PLS an analytical tool. The results of the study show: 1) There is an influence on product quality on the purchasing decision of Tolak Angin. 2) There is an influence of advertising on the purchasing decision of Tolak Angin. 3) There is an influence of Brand Image on the purchasing decision of Tolak Angin. 4) There is an effect of packaging on the purchasing decision of Tolak Angin. 5) product quality, advertising, and brand image, packaging simultaneously on the purchase decision of Tolak Angin.

Keywords: Product Quality, Advertising, Brand Image, Advertising, Purchase Decision



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