

**PENGARUH KUALITAS PRODUK, CITRA MEREK DAN
PROMOSI TERHADAP KEPUTUSAN PEMBELIAN
GIORDANO DI LIVING WORLD MALL PADA MASA
PANDEMIC COVID-19**



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**FAKULTAS EKONOMI
UNIVERSITAS SATYA NEGARA INDONESIA
JAKARTA
2022**

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SKRIPSI

**Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar
SARJANA MANAJEMEN
Program Studi Manajemen – Strata 1**



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2022**

***“INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND
PROMOTION ON GIORDANO PURCHASE DECISIONS AT
LIVING WORLD MALL DURING THE COVID-19 PANDEMIC”***

***THESIS
The Study Program Management***



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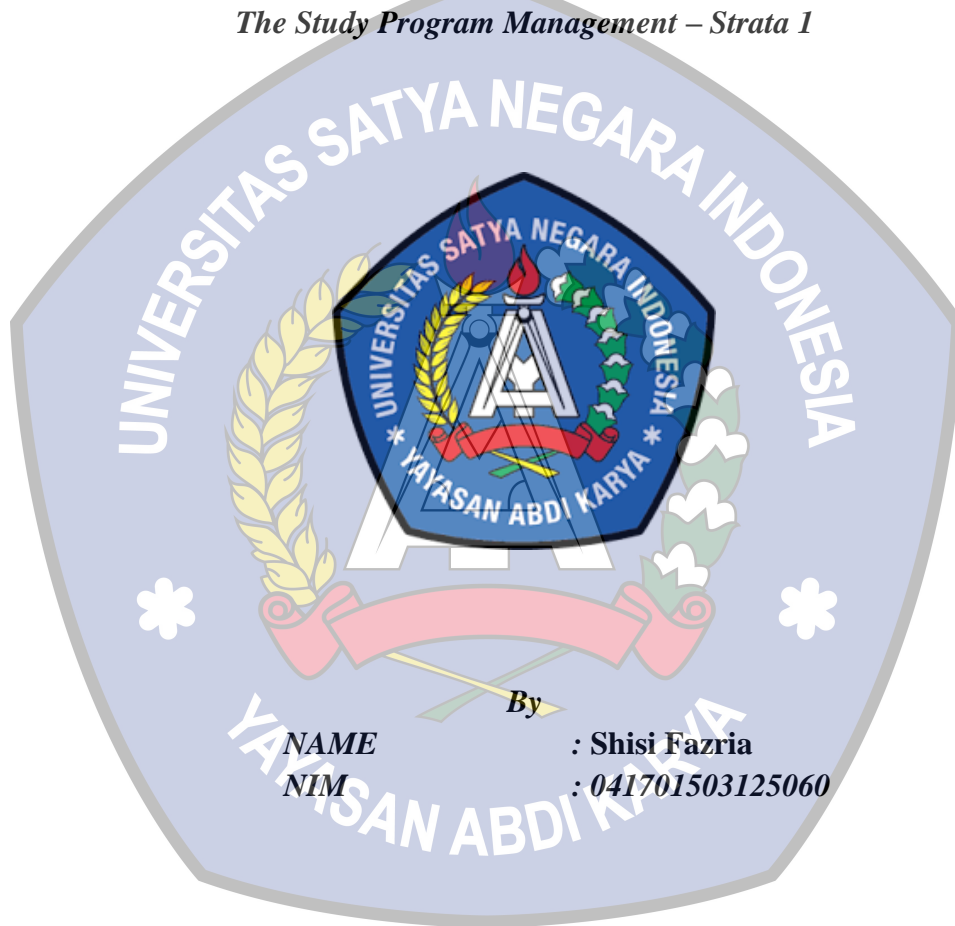
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THESIS

Presented As One Of The Conduction For Obtaining A Degree

BACHELOR OF MANAGEMENT

The Study Program Management – Strata 1



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek dan promosi terhadap keputusan pembelian Giordano di Living Word Pada Masa Pandemic Covid-19. Desain penelitian ini adalah kausal kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen yang menggunakan produk Giordano dan sampel penelitian berjumlah 100 responden, teknik pengambilan sampel yang digunakan adalah Nonprobability Sampling, dan penentuan sampel berdasarkan Accidental Sampling. Metode analisis data menggunakan uji kelayakan instrumen, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa Kualitas Produk (X1), Citra Merek (X2), dan Promosi (X3), secara simultan berpengaruh signifikan terhadap Keputusan Pembelian (Y). Secara parsial Kualitas Produk (X1), berpengaruh signifikan terhadap Keputusan Pembelian (Y) dan Promosi (X3) secara parsial, sedangkan Citra Merek (X2) tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y)

Kata Kunci Kualitas Produk, Citra Merek, Promosi dan Keputusan Pembelian



ABSTRACT

This study aims to determine the effect of product quality, brand image, and promotion on Giordano's purchasing decisions at Living Word During the Covid-19 Pandemic Period. This research design is causal quantitative. The population in this study are all consumers who use Giordano products and the research sample is 100 respondents, the sampling technique used is Nonprobability Sampling, and compiling samples based on Accidental Sampling. Methods of data analysis using the instruments used, classical assumption test, and hypothesis testing. The results showed that Product Quality (X1), Brand Image (X2), and Promotion (X3) simultaneously had a significant effect on Purchase Decision (Y). Partially Product Quality (X1) has a significant effect on Purchase Decisions (Y) and Promotion (X3) partially, while Brand Image (X2) have no significant effect on Purchase Decisions (Y)

Keywords: *Product Quality, Brand Image, Promotion and Purchase Decision*

