

**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN PROMOSI
TERHADAP KEPUTUSAN PEMBELIAN SEPATU BASKET NIKE DI
YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek, dan promosi sepatu basket NIKE di Yogyakarta pada mahasiswa Universitas Sanata Dharma, Universitas Atma Jaya, Universitas Kristen Duta Wacana. Jenis penelitian ini kuantitatif. Populasi dari penelitian ini adalah Mahasiswa Universitas Sanata Dharma, Universitas Atma Jaya, Universitas Kristen Duta Wacana. Jumlah sampel sebanyak 100 responden. Teknik pemilihan sampel yang digunakan adalah purposive sampling. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis digunakan adalah regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: (1) Kualitas produk, Citra merek, dan Promosi bersama – sama berpengaruh positif terhadap keputusan pembelian (2) Secara parsial dan simultan, kualitas produk, citra merek, dan promosi berpengaruh terhadap keputusan pembelian

Kata Kunci: Kualitas Produk, Citra Merek dan Promosi

**EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND PROMOTION
TO PURCHASE DECISION OF NIKE BASKETBALL SHOES IN
YOGYAKARTA**

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ABSTRACT

This study aims to determine the effect of product quality, brand image, and promotion of NIKE basketball shoes in Yogyakarta on Sanata Dharma University students, Atma Jaya University, Duta Wacana Christian University. This type of research is quantitative. The population of the study was Sanata Dharma University Students, Atma Jaya University, Duta Wacana Christian University. The number of samples is 100 respondents. The sample selection technique used is purposive sampling. The test instrument uses a test of validity and reliability. The analysis technique used is multiple linear regression. The results of this study show that: (1) Product quality, brand image, and promotion together have a positive effect on purchasing decisions (2) Partially and simultaneously, product quality, brand image, and promotion have an effect on buying decision

Keywords: Product Quality, Brand Image and Promotion