

ABSTRAK

**PENGARUH KUALITAS PRODUK, DAN *PRODUCT ADVERTISING*
TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND IMAGE*
SEBAGAI VARIABEL MEDIASI**

(Studi Pada Konsumen UMKM Bakpia Sari Rasa)

F.X Dhimas Adhi Suryo
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan mengetahui (1) pengaruh kualitas produk terhadap keputusan pembelian, (2) pengaruh product advertising terhadap keputusan pembelian, (3) pengaruh kualitas produk terhadap keputusan pembelian dengan brand image sebagai variabel mediasi, (4) pengaruh product advertising terhadap keputusan pembelian dengan brand image sebagai variabel mediasi. Populasi penelitian ini adalah seluruh konsumen UMKM Bakpia Sari Rasa. Pengambilan sampel menggunakan teknik purposive sampling, Sampel responden dalam penelitian ini adalah konsumen yang pernah membeli dan mengonsumsi produk sebanyak minimal 1 kali, berusia minimal 17 tahun, sampling dilakukan dengan pembagian kuesioner secara online melalui google form kepada 96 responden. Teknik analisis data dalam penelitian ini adalah Partial Least Square (PLS) dengan menggunakan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa : (1) kualitas produk berpengaruh terhadap keputusan pembelian, (2) product advertising tidak berpengaruh terhadap keputusan pembelian, (3) kualitas produk berpengaruh terhadap keputusan pembelian dengan brand image yang memediasi sebagian, (4) product advertising berpengaruh terhadap keputusan pembelian dengan brand image yang memediasi sebagian.

Kata Kunci: Kualitas Produk, Product Advertising, Keputusan Pembelian, Brand Image

ABSTRACT

**THE EFFECT OF PRODUCT QUALITY AND PRODUCT ADVERTISING
ON PURCHASE DECISION WITH BRAND IMAGE AS A MEDIATING
VARIABLE**

(A Study on Bakpia Sari Rasa Customers)

F.X Dhimas Adhi Suryo
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2024

The research aims on investigating (1) the effect of product quality on purchase decision, (2) the effect of product advertising on purchase decision, (3) the effect of product quality on purchase decision with brand image as a mediating variable, (4) the effect of product advertising on purchase decision with brand image as a mediating variable. The sample respondents are consumers who have been bought and consume the product at least once, are at least 17 years old, and knowing the Bakpia Sari Rasa before by news from nearby peoples, and social media or mass media. The population in this research are customers of Bakpia Sari Rasa. Sampling was done using purposive sampling type, the samples were obtained from online questionnaire distribution to 96 respondents. The sample respondents in this research are consumers who have been bought. The data analysis technique in this study is Partial Least Square (PLS) using the SmartPLS 4.0 software. The result of the research shows about: (1) product quality affecting on purchase decision, (2) product advertising has no effect on purchase decision, (3) product quality affecting on purchase decision that is partially mediated by brand image, (4) product advertising affecting on purchase decision that is partially mediated by brand image.

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