

PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PROVIDER WIFI INDIEHOME

ABSTRAK

Abstract : *This study discusses the Effect of Product Quality and Brand Image on Purchasing Decisions of Wifi Indihome Providers in Jakarta. This study uses quantitative methods directly to respondents and google form. The distribution of questionnaires as many as 115 respondents who are Indihome wifi users. The technique used in this research is purposive sampling which is part of the Non Probability Sampling. The results showed that Product Quality (KL) had a significant influence on the Purchasing Decision of Indihome Wifi Providers, while Brand Image (CM) had a significant influence on Purchasing Decisions of Indihome Wifi Providers in Jakarta, while Product Quality (X1) and Brand Image (X2) simultaneously have a significant effect on the purchasing decision (Y) of Wifi Indihome Provider in Jakarta.*

Keywords: Product Quality, Brand Image, Purchase Decision.

Abstrak: *Penelitian ini membahas Pengaruh Kualitas Produk dan Citra Merk Terhadap Keputusan Pembelian Provider Wifi Indihome di Jakarta. Penelitian ini menggunakan metode kuantitatif secara langsung kepada responden maupun google form. Penyebaran kuesioner sebanyak 115 responden yang merupakan pengguna wifi Indihome. Teknik yang digunakan dalam penelitian ini adalah purposive sampling yang merupakan bagian dari Non Probability Sampling. Hasil penelitian menunjukkan bahwa Kualitas Produk (KL) memiliki pengaruh signifikan terhadap Keputusan Pembelian Provider Wifi Indihome, sedangkan Citra Merek (CM) memiliki pengaruh signifikan terhadap Keputusan Pembelian Provider Wifi Indihome di Jakarta., sedangkan Kualitas Produk (X1) dan Citra Merek (X2) secara simultan berpengaruh signifikan terhadap keputusan pembelian (Y) Provider Wifi Indihome di Jakarta.*

Kata Kunci: *Kualitas Produk, Citra Merek, Keputusan Pembelian*