

## ABSTRAK

### ANALISIS PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE

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Penelitian ini bertujuan untuk menganalisis keputusan pembelian Mahasiswa Kampus I Mrican Universitas Sanata Dharma Yogyakarta terhadap sepatu Nike apabila ditinjau dari Citra Merek dan Kualitas Produk.

Penelitian ini dilaksanakan di kampus I mrican universitas sanata dharma Yogyakarta pada bulan April – Mei 2018. Populasi pada penelitian ini adalah Mahasiswa yang pernah membeli dan memiliki sepatu Nike. Pengumpulan data dilakukan dengan cara wawancara dan membagikan kuesioner secara langsung kepada 100 responden. Teknik analisis yang digunakan adalah teknik analisis regresi linier berganda.

Berdasarkan hasil dan analisis data dan pembahasan dapat diketahui bahwa ada pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Sepatu Nike di kampus I Mrican Sanata Dharma Yogyakarta.

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

## ABSTRACT

### AN ANALYSIS ON THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY TOWARDS DECISION OF NIKE SHOES PURCHASE

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This study aims to analyze purchasing decision of Campus I Mrican Sanata Dharma University Yogyakarta Students toward Nike shoes viewed from Brand Image and Product Quality.

This research was conducted at Campus I Mrican Sanata Dharma University Yogyakarta in April - May 2018. The population in this research is students who have ever bought and owned Nike shoes. The data collection was done by interviewing and distributing questionnaires to 100 respondents directly. The analysis technique that is used in this research is multiple linear regression analysis technique.

Based on the results, data analysis and discussion, the research foward that there was influence of Brand Image and Product Quality towards Purchase Decision of Nike Shoes in Campus I Mrican Sanata Dharma University Yogyakarta.

Keywords: Brand Image, Product Quality, Purchase Decision.