

The influence of brand image, promotion strategy and service quality on purchasing decisions (case study CV. Media by computindo pangean computer)
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ABSTRACT

This study aims to determine the influence of brand image. Promotion strategy and service quality towards purchase decisions partially, simultaneously and dominantly This study used primary data with questionnaire method. The population of this study was consumers who shopped at pangean computer stores. The sample of this study amounted to 100 respondents. This study used Purposive Sampling Technique. The analytical methods used in this research are validity test, reliability test, classical assumption test, multiple linear regression analysis test, multiple correlation test, and coefficient of determination test (R²). From the results of the analysis, the partial t test results for the brand image variable tcount (2.926) < ttable (1.661) with a significant value of 0.04 > 0.05 partially brand image has a positive and significant influence on purchasing decisions. The promotional strategy variable tcount (6.568) > ttable (1.661) with a significant value of 0.000 < 0.05 partially, promotional strategy has a positive and significant influence on purchasing decisions. The service quality variable tcount (187) > ttable (1.661) with a significant value of 0.852 < 0.05, partially service quality does not have a positive and significant influence on purchasing decisions. Based on the simultaneous F test, it can be seen that Fcount (39,756) > Ftable (2.70) with a significant value of 0.000 < 0.05. It can be stated that simultaneously brand image (X1), promotional strategy (X2), and service quality (X3) have an influence on purchasing decisions (Y) Based on the dominant promotional strategy test (X2) with a value of 0.572 it has the most dominant influence on the purchasing decision variable (Y)

Keywords: brand image, promotion strategy, service quality and Purchasing decision

Pengaruh brand image, strategi promosi dan kualitas pelayanan terhadap Keputusan pembelian (studi kasus CV. Media Karya Computindo Pangean Computer) Moh. Rifki mufidin, Moh. Rizal nur irawan, Anjar Sulistyowati, 2024, prodi manajemen, fakultas ekonomi universitas islam darul ulum lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh brand image. Strategi promosi dan kualitas pelayanan terhadap Keputusan pembelian secara parsial, simultan dan dominan Penelitian ini menggunakan data primer dengan metode kuesioner. Populasi penelitian ini adalah konsumen yang berbelanja di toko pangean computer. Sampel penelitian ini berjumlah 98 responden. Penelitian ini menggunakan Teknik Purposive Sampling. Metode analisis yang digunakan pada penelitian ini yakni uji validitas, uji reliabilitas, uji asumsi klasik, uji analisis regresi linear berganda, uji korelasi berganda, dan uji koefisien determinasi (R^2). Dari hasil analisis yang di dapat hasil uji t parsial variabel *brand image* $t_{hitung} (2,926) < t_{tabel} (1,661)$ dengan nilai signifikan sebesar $0,04 > 0,05$ secara parsial *brand image* memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Variabel strategi promosi $t_{hitung} (6,568) > t_{tabel} (1,661)$ dengan nilai signifikan $0,000 < 0,05$ secara parsial strategi promosi memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Variabel kualitas pelayanan $t_{hitung} (187) > t_{tabel} (1,661)$ dengan nilai signifikan $0,852 < 0,05$ secara parsial kualitas pelayanan tidak memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan uji F silmutan, terlihat bahwa $F_{hitung} (39,756) > F_{tabel} (2,70)$ dengan nilai signifikan $0,000 < 0,05$ Dapat dinyatakan bahwa secara silmutan *brand image* (X1), strategi promosi (X2), dan kualitas pelayanan (X3) berpengaruh terhadap keputusan pembelian (Y). Berdasarkan uji dominan strategi promosi (X2) dengan nilai 0,572 memiliki pengaruh paling dominan terhadap variabel Keputusan pembelian (Y)

Kata kunci : *brand image*, strategi promosi, kualitas pelayanan dan keputusan pembelian.