

**PENGARUH BRAND IMAGE DAN KUALITAS PELAYANAN TERHADAP
KEPUTUSAN PEMBELIAN
DI TOKO DIGA HOUSE BIREUEN**

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ABSTRAK

Keputusan pembelian di Toko Diga House Bireuen masih rendah, hal ini dikarenakan *brand image* dari pakaian yang ditawarkan serta kualitas pelayanan masih kurang sesuai dengan kebutuhan dan harapan konsumen. Tujuan penelitian ini adalah untuk mengetahui pengaruh *brand image* dan kualitas pelayanan terhadap keputusan pembelian di Toko Diga House Bireuen. Dalam penelitian ini menggunakan pendekatan kuantitatif, dengan jenis penelitian korelasi yang bertujuan untuk menguji hubungan antara satu variabel dengan beberapa variabel lainnya. Sampel dalam penelitian ini adalah 75 orang konsumen di Toko Diga House Bireuen yang berusia 18 tahun ke atas. Dalam penelitian ini menggunakan jenis data primer dengan metode pengumpulan data melalui observasi, wawancara, kuesioner dan dokumentasi. Teknik analisis data menggunakan metode regresi linear berganda, serta melakukan pengujian hipotesis secara parsial dan simultan. Hasil penelitian diperoleh bahwa *brand image* dan kualitas pelayanan berpengaruh sebesar 63,20% terhadap keputusan pembelian pakaian jadi wanita di Toko Diga House Bireuen. Hasil pengujian hipotesis secara parsial diperoleh bahwa *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian di Toko Diga House Bireuen dengan nilai $t_{hitung} > t_{tabel}$ atau $4,136 > 1,6660$. Kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian di Toko Diga House Bireuen dengan nilai $t_{hitung} > t_{tabel}$ atau $6,813 > 1,6660$. Hasil pengujian hipotesis secara simultan diperoleh bahwa *brand image* dan kualitas pelayanan secara bersama-sama berpengaruh secara signifikan terhadap keputusan pembelian pakaian jadi wanita di Toko Diga House Bireuen dengan nilai $F_{hitung} > F_{tabel}$ yaitu $23,981 > 3,12$

Kata Kunci: Brand Image, Kualitas Pelayanan, Keputusan Pembelian

***THE INFLUENCE OF BRAND IMAGE AND SERVICE
QUALITY ON PURCHASING DECISIONS***

AT DIGA HOUSE BIREUEN SHOP

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ABSTRACT

Purchasing decisions at the Diga House Bireuen Shop are still low, this is because the brand image of the clothes offered and the quality of service are still not in line with consumer needs and expectations. The aim of this research is to determine the influence of brand image and service quality on purchasing decisions at the Diga House Bireuen Shop. This research uses a quantitative approach, with a type of correlation research which aims to test the relationship between one variable and several other variables. The sample in this study was 75 consumers at the Diga House Bireuen Shop who were aged 18 years and over. This research uses primary data with data collection methods through observation, interviews, questionnaires and documentation. The data analysis technique uses the multiple linear regression method, as well as carrying out partial and simultaneous hypothesis testing. The research results showed that brand image and service quality had an influence of 63.20% on the decision to purchase women's apparel at the Diga House Bireuen Shop. The results of partial hypothesis testing showed that brand image had a positive and significant effect on purchasing decisions at the Diga House Bireuen Store with a value of $t_{count} > t_{table}$ or $4.136 > 1.6660$. Service quality has a positive and significant effect on purchasing decisions at the Diga House Bireuen Store with a value of $t_{count} > t_{table}$ or $6.813 > 1.6660$. The results of simultaneous hypothesis testing showed that brand image and service quality together had a significant influence on the decision to purchase women's apparel at the Diga House Bireuen Shop with a calculated F value $> F$ table, namely $23.981 > 3.12$

Keywords: Brand Image, Service Quality, Purchasing Decisions