

ABSTRACT

The Influence Of Product Quality And Promotion On Purchasing Decisions Through Brand Image As An Intervening Variable (Case Study Of LocknLock Products In The Greater Jabodetabek Area).

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This study aims to determine the effect of product quality and promotion on purchasing decisions through brand image as an intervening variable. LocknLock brand consumers were sampled in this study with the criteria of LocknLock brand product users, both men and women domiciled in Greater Jakarta, as many as 200 LocknLock product users. The research method used is quantitative with data collection through questionnaires. This study uses data analysis techniques structural equation modeling (SEM) which is processed with the help of Amos 26 software. The results showed that product quality has a significant effect on the brand image of LocknLock products, promotion has a significant effect on the brand image of LocknLock products, product quality has a significant effect on the purchase decision of LocknLock products, promotion has no significant effect on the purchase decision of LocknLock products, brand image has a significant effect on the purchase decision, and promotion has a significant effect on purchasing decisions through the brand image of LocknLock products.

Keywords: Product Quality, Promotion, Brand Image, Purchasing Decision, LocknLock.