

## **ABSTRAK**

### **KUALITAS PRODUK, CITRA MEREK DAN KEPERCAYAAN MEREK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN WANITA DI KOTA MANADO**

**(STUDI KASUS PADA PRODUK WARDAH)**

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Industri kosmetik banyak mengalami kemajuan teknologi dalam pengembangan produknya, salah satunya adalah Wardah. Wardah adalah perusahaan lokal yang menciptakan banyak varian produk, diantaranya make up. Produk make up dari Wardah dikenal dengan harga jual yang terjangkau dan banyak varian warna yang ditawarkan. Maka dari itu, pentingnya pemahaman mengenai pembelian suatu produk agar perusahaan Wardah dapat semakin berkembang. Pembelian produk bisa dipengaruhi oleh faktor kualitas produk, citra merek dan kepercayaan merek.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek dan kepercayaan merek terhadap keputusan pembelian Metode penelitian yang digunakan adalah metode kuantitatif. Data yang digunakan adalah data primer yang berasal dari kuesioner dengan metode pengambilan sampel menggunakan purposive sampling.

Hasil penelitian menunjukkan bahwa secara parsial Kualitas Produk dan Citra Merek tidak berpengaruh terhadap Keputusan Pembelian. Sedangkan Kepercayaan Merek memiliki pengaruh terhadap Keputusan Pembelian. Secara simultan Kualitas produk, Citra merek dan Kepercayaan merek berpengaruh terhadap Keputusan Pembelian.

**Kata kunci: Kualitas Produk, Citra Merek, Kepercayaan Merek, Keputusan Pembelian dan Wardah.**

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**ABSTRACT**  
**THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND**  
**BRAND TRUST ON THE PURCHASE DECISION OF WOMEN**  
**CONSUMERS IN MANADO CITY**  
**(A CASE STUDY ON WARDAH PRODUCTS)**

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The cosmetic industry has experienced many technological advances in their product development, one of them is Wardah. Wardah is a local company that creates many product variants including makeups. Make up products from Wardah are known for their affordable prices and varieties of color variants offered to customers. Therefore, it is important to understand the purchase decision of a product so that Wardah's company can grow. Product purchases can be influenced by factors such as product quality, brand image and brand trust.

The purpose of this research was to determine the influence of product quality, brand image and brand trust on the purchase decision. The research method used is quantitative method. The data used was primary data derived from questionnaires and the sampling method was purposive sampling.

The results showed that partially product quality and brand image had no influence on the purchase decision. While brand trust had an influence on the purchase decision. Simultaneously product quality, brand image and brand trust had an influence on the purchase decision.

**Keywords: Product Quality, Brand Image, Brand Trust, Purchase Decision and Wardah.**

This translation has been checked and proven accurate.

A handwritten signature in black ink, appearing to read 'Rafael H. Y. Sengkey', written in a cursive style.

**Rafael H. Y. Sengkey, S.S., M.Pd.**

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