

**PENGARUH PERSEPSI KUALITAS PRODUK, PROMOSI DAN CITRA MEREK
TERHADAP KEPUTUSAN PEMBELIAN PRODUK SALON *EXCELLENCE
BEAUTY & LOUNGE* DI SURABAYA**

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ABSTRAK

Untuk dapat merayu atau membujuk masyarakat membeli suatu produk, memerlukan suatu teknik tersendiri. Salon merupakan salah satu tempat untuk mempercantik/ memperindah tubuh manusia semakin enak dipandang. Penelitian berjudul "Pengaruh Persepsi Kualitas Produk, Promosi dan Citra Merek Terhadap Keputusan Pembelian Produk Salon *Excellence Beauty & Lounge* Di Surabaya".

Jenis penelitian ini adalah penelitian kuantitatif, dengan menggunakan *Purposive Sampling* diperoleh sampel sebanyak 100 responden konsumen Salon *Excellence Beauty & Lounge*. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh persepsi kualitas produk, promosi dan citra merek terhadap keputusan pembelian. Dengan menggunakan Metode Analisis Regresi Berganda dan menggunakan *software SPSS for Windows* diperoleh hasil pengujian Uji Validitas hasilnya valid, Uji Reliabilitas hasilnya reliabel, Uji Normalitas hasilnya berdistribusi normal dan lulus Uji Asumsi Klasik yaitu Uji Heteroskedastisitas dan Uji Multikolinearitas. Nilai Koefisien Determinasi (*Adjusted R Square*) sebesar 0,819 (81,9 %) artinya kemampuan variabel bebas dalam menjelaskan variasi perubahan pada variabel terikatnya sebesar 81,9 %. Sedangkan sisanya $100\% - 81,9\% = 18,1\%$ merupakan kontribusi pengaruh variabel-variabel lain yang tidak ikut dalam penelitian ini. Model persamaan regresi $Y = 0,438 + 0,432 X_1 + 0,287 X_2 + 0,291 X_3$ dengan persepsi kualitas produk (X_1), promosi (X_2) dan citra merek (X_3) dan keputusan pembelian (Y). Kesimpulan penelitian ini yaitu: 1) Persepsi kualitas produk, promosi dan citra merek secara simultan berpengaruh signifikan terhadap keputusan pembelian. 2) Persepsi kualitas produk secara parsial berpengaruh signifikan terhadap keputusan pembelian produk. 3) Promosi secara parsial berpengaruh signifikan terhadap keputusan pembelian produk. 4) Citra merek secara parsial berpengaruh signifikan terhadap keputusan pembelian produk. 5) Persepsi kualitas produk yang paling dominan berpengaruh terhadap keputusan pembelian produk.

Kata Kunci: Persepsi Kualitas Produk, Promosi, Citra Merek, Keputusan Pembelian

ABSTRACT

To be able to seduce or persuade people to buy a product, requires a separate technique. Salon is one of the places to make beautify / elegant the human body more pleasing to be seen. The study entitled "The Effect of Product Quality Perception, Promotion and Brand Image on Purchasing Decisions of Beauty Salon Excellence & Lounge Products in Surabaya".

This type of research is quantitative research, using purposive sampling, obtained a sample of 100 respondents who are consumers of Salon Excellence Beauty & Lounge. The purpose of this study was to determine and analyze the effect of perceived product quality, promotion and brand image on purchasing decisions. By using the Multiple Regression Analysis Method and using SPSS for Windows software, the validity test results are valid, the reliability test results are reliable, the normality test results are normally distributed and pass the Classical Assumption Test, namely the Heteroscedasticity Test and the Multicollinearity Test. The value of the Determination Coefficient (Adjusted R Square) of 0.819 (81.9%) means that the ability of the independent variable to explain the variation of changes in the dependent variable is 81.9%. While the remaining $100\% - 81.9\% = 18.1\%$ is the contribution of the influence of other variables not participating in this research. The regression equation model $Y = 0.438 + 0.432 X1 + 0.287 X2 + 0.291 X3$ with perceptions of product quality (X1), promotion (X2) and brand image (X3) and purchasing decisions (Y). The conclusions of this study are: 1) Perceptions of product quality, promotion and brand image simultaneously have a significant effect on purchasing decisions. 2) Perception of product quality partially has a significant effect on product purchasing decisions. 3) Promotion partially has a significant effect on product purchasing decisions. 4) Partially brand image has a significant effect on product purchasing decisions. 5) Perceptions of product quality have the most dominant influence on product purchasing decisions.

Keywords: Perception of Product Quality, Promotion, Brand Image, Purchase Decision.