

ABSTRAK

Penelitian ini dilakukan untuk mengetahui bagaimana pengaruh citra merek, kualitas produk, harga dan promosi terhadap keputusan pembelian pasta gigi ciptadent di kota padang. Metode penelitian ini adalah metode penelitian kuantitatif dengan jumlah sampel sebanyak 138 responden. Pengambilan sampel menggunakan teknik non probability sampling dengan metode purposive sampling. Hasil penelitian menunjukkan bahwa citra merek (X1) berpengaruh terhadap keputusan pembelian (Y), kualitas produk (X2) berpengaruh terhadap keputusan pembelian (Y), harga (X3) berpengaruh terhadap keputusan pembelian (Y), promosi (X4) berpengaruh terhadap keputusan pembelian (Y), dan secara keseluruhan, citra merek, kualitas produk, harga dan promosi berpengaruh terhadap keputusan pembelian (Y).

ABSTRACT

This research was conducted to find out how brand image, product quality, price and promotion influence the purchasing decision of Ciptadent toothpaste in the city of Padang. This research method is a quantitative research method with a sample size of 138 respondents. Sampling used a non-probability sampling technique with a purposive sampling method. The research results show that brand image (X1) influences purchasing decisions (Y), product quality (X2) influences purchasing decisions (Y), price (X3) influences purchasing decisions (Y), promotion (X4) influences purchasing decisions (Y), and overall, brand image, product quality, price and promotion influence purchasing decisions (Y).