

**PENGARUH KUALITAS PRODUK, HARGA DAN CITRA MEREK  
TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK  
CARDINAL (STUDI KASUS PADA GRIYA GRAND MAJALAYA)**

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**ABSTRAK**

Cardinal cabang Griya Grand Majalaya adalah sebuah pelaku usaha yang bergerak dibidang fashion. Penelitian ini adalah penelitian kuantitatif dengan menggunakan metode *puspusive sampling* penelitian mengumpulkan data melalui penyebaran kuisioner kepada 100 responden yang pernah membeli produk Cardinal di Griya Grand Majalaya. Data kuesioner di uji validitas dan reabilitas, uji asumsi klasik meliputi uji normalitas, uji multikolinieritas, uji heteroskedastisitas, analisis regresi linear berganda, untuk menguji dan membuktikan hipotesis penelitian. Hasil penelitian uji t (parsial) menunjukkan bahwa variabel Kualitas Produk (X1) memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian (Y), Harga (X2) memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) dan Citra Merek (X3) memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian (Y). Hasil penelitian uji F (simultan) menunjukkan hasil bahwa Kualitas Produk (X1), Harga (X2) dan Citra Merek (X3) secara keseluruhan berpengaruh simultan dan signifikan terhadap Keputusan Pembelian (Y).

**Kata Kunci: Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian**

**THE INFLUENCE OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON DECISION  
MAKING TO PURCHASE CARDINAL PRODUCTS (CASE STUDY AT GRIYA GRAND  
MAJALAYA)**

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**ABSTRACT**

*Cardinal branch of Griya Grand Majalaya is a business actor engaged in fashion. This research is a quantitative study using a purposive sampling research method that collects data through distributing questionnaires to 100 respondents who have purchased Cardinal products at Griya Grand Majalaya. The questionnaire data was tested for validity and reliability, classical assumption tests which include normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, to test and prove the research hypothesis. The results of the t test research (partial) show that the Product Quality variable (X1) has a positive and significant effect on Purchasing Decisions (Y), Price (X2) has a positive and significant effect on Purchasing Decisions (Y) and Brand Image (X3) has a positive and significant effect on Purchasing Decisions (Y). The results of the F test research (simultaneous) show the results that Product Quality (X1), Price (X2) and Brand Image (X3) as a whole have a simultaneous and significant effect on Purchasing Decisions (Y).*

**Keywords: Product Quality, Price, Brand Image, Purchasing Decisions**