

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh keragaman produk dan citra merek terhadap proses keputusan pembelian (survei pada konsumen Luma Dawa *Official* yang melakukan pembelian melalui *Marketplace* Shopee) baik secara simultan maupun parsial. Serta untuk menjawab rumusan masalah mengenai keragaman produk, citra merek dan proses keputusan pembelian. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 80 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, koefisien determinasi dan menggunakan alat bantu SPSS 22.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara keragaman produk dan citra merek terhadap proses keputusan pembelian. Besarnya pengaruh keragaman produk dan citra merek terhadap proses keputusan pembelian secara simultan sebesar 94,08% dan sisanya 5,92% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh keragaman produk terhadap proses keputusan pembelian sebesar 13,43% dan pengaruh citra merek terhadap proses keputusan pembelian sebesar 80,65%, sehingga dapat disimpulkan bahwa citra merek memberikan pengaruh paling besar terhadap proses keputusan pembelian.

Kata Kunci: Keragaman Produk, Citra Merek, Proses Keputusan Pembelian

ABSTRAK

This study aims to determine how much influence product diversity and brand image have on the purchasing decision process (a survey of Luma Dawa Official consumers who make purchases through the Shopee Marketplace) either simultaneously or partially. As well as to answer the formulation of problems regarding product diversity, brand image and purchasing decision processes. The research method used is descriptive and verification method with a total sample of 80 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 22 tools.

The results of this study indicate that there is a positive and significant influence between product diversity and brand image on the purchasing decision process. The magnitude of the influence of product diversity and brand image on the purchasing decision process simultaneously is 94.08% and the remaining 5.92% is influenced by other variables not examined. Partially, the influence of product diversity on the purchasing decision process is 13.43% and the influence of brand image on the purchasing decision process is 80.65%, so it can be concluded that brand image has the greatest influence on the purchasing decision process.

Keywords: Product Diversity, Brand Image, Purchase Decision Process