

ABSTRAK

Penelitian ini memiliki judul pengaruh kualitas produk dan citra merek terhadap keputusan pembelian melalui minat beli konsumen *hand & body lotion* the body shop di *e-commerce* shopee (survei pada konsumen the body shop di Kota Bandung). Tujuan penelitian ini memperoleh bukti empiris mengenai pengaruh kualitas produk dan citra merek terhadap keputusan pembelian melalui minat beli konsumen *hand & body lotion* the body shop di *e-commerce* shopee. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan teknik analisis jalur. Pengumpulan data yang digunakan adalah kuesioner, wawancara dan observasi. Teknik pengambilan sampel dengan menggunakan rumus *Lemeshow* dengan sampel berjumlah 100 orang. Hasil penelitian ini menunjukkan bahwa kualitas produk dan citra merek terhadap minat beli sebesar 50% dan sisanya 50% dipengaruhi oleh variabel lain yang tidak diteliti. Besarnya pengaruh minat beli terhadap keputusan pembelian adalah sebesar 19%. Besarnya pengaruh tidak langsung kualitas produk terhadap keputusan pembelian melalui minat beli 9,2% dan besarnya pengaruh tidak langsung citra merek terhadap keputusan pembelian melalui minat beli sebesar 9,275%.

Kata Kunci: Kualitas Produk, Citra Merek, Minat Beli, Keputusan Pembelian.

ABSTRACT

*This research has the title **The Influence of Product Quality and Brand Image on Purchase Decisions through Consumer Buying Interest hand & body lotion the body shop di e-commerce shopee (a survey of the body shop consumers in the city of Bandung)**. The purpose of this study is to obtain empirical evidence regarding the influence of product quality and brand image on purchasing decisions through consumer buying interest hand & body lotion **The Body Shop on Shopee e-commerce**. The research method used is a descriptive and verifiable method with path analysis techniques. The data collection used was questionnaires, interviews and observations. Sampling technique using the formula Lemeshow with a sample of 100 people. The results of this study show that product quality and brand image to buying interest are 50% and the remaining 50% are influenced by other variables that are not studied. The magnitude of the influence of buying interest on purchase decisions is 19%. The indirect influence of product quality on purchase decisions through buying interest was 9.2% and the indirect influence of brand image on purchase decisions through buying interest was 9.275%.*

Keywords: Product Quality, Brand Image, Buying Interest, Purchase Decision.