

**THE EFFECT OF BRAND IMAGE, SERVICE QUALITY, AND
PROMOTION ON PURCHASING DECISIONS AT JANJI
JIWA**

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Abstract

This study carries the title “The Effect of Brand Image, Service Quality, and Promotion on Purchasing Decisions at Janji Jiwa.” This study aims to identify, analyze, and prove the influence between brand image variables, service quality, and promotion on purchasing decision variables at Janji Jiwa partially. Research data were obtained from a population located in the DKI Jakarta area with a sample size of 156 respondents who were collected online via the Google Form platform. The sampling technique used was a non-probability sampling method with a purposive sampling approach. Data processing was carried out using quantitative descriptive analysis, which was further analyzed with the help of SmartPLS 4.0 software. Based on the results of the analysis, it was found that the brand image and promotion variables have a significant influence on purchasing decisions. However, the service quality variable does not have a significant influence on purchasing decisions on the Soul Promise.

Keywords: Brand Image, Promotion, Purchasing Decisions, Service Quality

PENGARUH CITRA MEREK, KUALITAS PELAYANAN, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA JANJI JIWA

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Abstrak

Penelitian ini mengusung judul “Pengaruh Citra Merek, Kualitas Pelayanan, dan Promosi terhadap Keputusan Pembelian di Janji Jiwa”. Penelitian ini bertujuan untuk mengidentifikasi, menganalisis, dan membuktikan pengaruh antara variabel citra merek, kualitas pelayanan, dan promosi terhadap variabel keputusan pembelian di Janji Jiwa secara parsial. Data penelitian diperoleh dari populasi yang berada di wilayah DKI Jakarta dengan jumlah sampel sebanyak 156 responden yang dikumpulkan secara online melalui platform Google Form. Teknik pengambilan sampel yang digunakan adalah metode *non probability sampling* dengan pendekatan *purposive sampling*. Pengolahan data dilakukan dengan menggunakan analisis deskriptif kuantitatif, yang selanjutnya dianalisis dengan bantuan *software* SmartPLS 4.0. Berdasarkan hasil analisis, ditemukan bahwa variabel citra merek dan promosi memiliki pengaruh yang signifikan terhadap keputusan pembelian. Namun, variabel kualitas pelayanan tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian pada Janji Jiwa.

Kata Kunci: Citra Merek, Promosi, Keputusan Pembelian, Kualitas Pelayanan