

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel kualitas produk dan keunggulan bersaing terhadap citra merek, kualitas produk dan keunggulan bersaing terhadap keputusan pembelian, citra merek terhadap keputusan pembelian dan kualitas produk, keunggulan bersaing terhadap keputusan pembelian melalui citra merek sebagai variabel *intervening*.

Penelitian ini dilakukan pada Dealer Kawasaki Sentral Wonosari dengan jumlah sampel 124 responden dengan teknik *purposive sampling non random sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 23.0.

Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh terhadap citra merek, keunggulan bersaing berpengaruh terhadap citra merek, citra merek tidak berpengaruh terhadap keputusan pembelian, kualitas produk berpengaruh terhadap keputusan pembelian, keunggulan bersaing berpengaruh terhadap keputusan pembelian, kualitas produk tidak berpengaruh terhadap keputusan pembelian melalui citra merek sebagai variabel *intervening* dan keunggulan bersaing tidak berpengaruh terhadap keputusan pembelian melalui citra merek sebagai variabel *intervening*.

Kata Kunci: Kualitas Produk, Keunggulan Bersaing, Citra Merek, Keputusan Pembelian.

ABSTRACT

This study aims to analyze the influence of product quality variables and competitive advantages on brand image, product quality and competitive advantage against purchasing decisions, brand image of purchasing decisions and product quality, competitive advantage against purchasing decisions through brand image as an intervening variable.

This research was conducted at the Wonosari Central Kawasaki Dealer with a sample of 124 respondents with a nonrandom sampling purposive sampling technique using the Structural Equation Modeling method which was processed using the AMOS 23.0 program.

The results of this study indicate that product quality has an effect on brand image, competitive advantage has an effect on brand image, brand image has no effect on purchasing decisions, product quality influences purchasing decisions, competitive advantage influences purchasing decisions, product quality does not affect brand purchasing decisions image as an intervening variable and competitive advantage does not affect purchasing decisions through brand image as an intervening variable.

Keywords: Product Quality, Competitive Advantage, Brand Image, Purchasing Decision.