ABSTRACT

This study aims to determine and analyze the effect of promotion and product quality variables on purchase decision through brand image as an intervening variable of a consumer of packaged tea products Teh Botol Sosro brand in Semarang. This study uses data sources in the form of primary data through the distribution of research questionnaires. The population used in this study is respondents who have purchased tea in ready-to-drink packs of Teh Botol Sosro brand.

Data collection method used in this study is purposive sampling techniques. The sample in this study were Consumers who have purchased tea products in ready-to-drink packages of Teh Botol Sosro brand at least once in 2019-2020 with the age criteria of 17-50 years totaling 120 people. The data analysis technique used in this study is Structural Equation Modeling (SEM) using the Analysis Moment of Structural (AMOS) program 24.

The results of the test analysis found that promotion and product quality had a positive and significant effect on purchase decision and brand image, brand image had a positive and significant effect on purchase decision. In addition, it is known that the brand image variable can mediate the indirect relationship between promotion and product quality on purchase decision positively and significantly.

Keywords: Promotion, Product Quality, Brand Image, Purchase Decision.