

**PENGARUH *PRODUCT QUALITY* DAN *CO-BRANDING*
TERHADAP *PURCHASE DECISION*
(Survei terhadap Konsumen Mischief Denim)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pendidikan Program Studi Pendidikan Bisnis



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2025**

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TERHADAP *PURCHASE DECISION*
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LEMBAR PENGESAHAN

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(Survei terhadap Konsumen Mischief Denim)

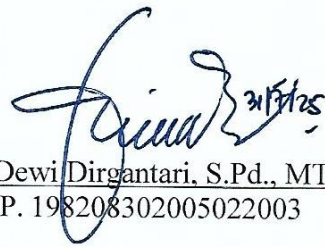
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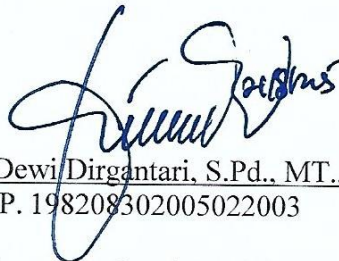


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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi yang berjudul “PENGARUH *PRODUCT QUALITY* DAN *CO-BRANDING* TERHADAP *PURCHASE DECISION* (Survei Terhadap Konsumen Mischief Denim)” beserta seluruh isinya adalah benar-benar karya sendiri dan tidak ada penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

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ABSTRAK

Ghalis Diah Khaerunnissa (2004126) “**Pengaruh *Product Quality* dan *Co-Branding* terhadap *Purchase Decision* (Survei Terhadap Konsumen Mischief Denim)**” dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *product quality* dan *co-branding* terhadap *purchase decision* pada konsumen Mischief Denim. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 154.000 dengan sampel berjumlah 347 responden yang merupakan konsumen Mischief Denim dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *structural equation modeling* (SEM) dengan menggunakan program *AMOS for windows*. Hasil penelitian ini menemukan bahwa gambaran *product quality* berada pada kategori baik dan *co-branding* serta *purchase decision* berada pada kategori cukup tinggi. *Product quality* dan *co-branding* memiliki pengaruh positif dan signifikan terhadap *purchase decision*. Hal tersebut mengindikasikan bahwa *product quality* dan *co-branding* ditingkatkan, maka akan berdampak pada *purchase decision* yang tinggi. Berdasarkan hasil penelitian, peneliti merekomendasikan agar Mischief Denim mempertahankan dan meningkatkan performa layanan *product quality* dan *co-branding* agar dapat meningkatkan tingkat *purchase decision*.

Kata Kunci: *product quality, co-branding, purchase decision*

ABSTRACT

Ghalis Diah Khaerunnissa (2004126), "***The Influence of Product Quality and Co-Branding on Purchase Decision (A Survey of Mischief Denim Consumers)***," under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM

This study aims to obtain an overview and analyze the influence of product quality and co-branding on purchase decisions among Mischief Denim consumers. The type of research employed is descriptive and verificative. Using a quantitative approach, the population in this study amounted to 154,000, with a sample of 347 respondents who are consumers of Mischief Denim, selected through a simple random sampling technique. The data were statistically processed using the structural equation modeling (SEM) method with AMOS for Windows. The findings of this study reveal that product quality, co-branding, and purchase decision fall into the high category. Both product quality and co-branding have a positive and significant influence on purchase decisions. This indicates that improvements in product quality and co-branding will result in higher purchase decisions. Based on the research findings, it is recommended that Mischief Denim maintain and enhance the performance of its product quality and co-branding strategies to further increase purchase decisions.

Keywords: *product quality, co-branding, purchase decision*

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