

ABSTRAK

PENGARUH PROMOSI DAN KUALITAS PRODUK TERHADAP CITRA MEREK MADU PERHUTANI DI OUTLET JALAN LASWI BANDUNG

Perkembangan era perekonomian menuntut para pelaku bisnis untuk terus mengembangkan bisnisnya, begitu pun dengan produsen Madu Perhutani. Penurunan dan ketidakmerataan penjualan produk Madu Perhutani melatarbelakangi masalah yang diteliti. Diduga hal tersebut terjadi karena buruknya kegiatan promosi yang dilakukan dan rendahnya kualitas produk Madu Perhutani sehingga memberi pengaruh pada citra merek yang terbentuk atas produk tersebut. Tujuan penelitian ini yakni untuk mengetahui kondisi promosi, kualitas produk, dan citra merek Madu Perhutani di *Outlet* Jalan Laswi Bandung, serta bagaimana pengaruh promosi, dan kualitas produk terhadap citra merek Madu Perhutani di *Outlet* Jalan Laswi Bandung. Sementara itu, masalah yang telah dirumukan berkaitan dengan bagaimana kondisi promosi, kualitas produk, dan citra merek Madu Perhutani di *Outlet* Jalan Laswi Bandung, serta bagaimana pengaruh promosi, dan kualitas produk terhadap citra merek Madu Perhutani di *Outlet* Jalan Laswi Bandung baik secara parsial maupun secara simultan. Metode yang digunakan untuk menjawab rumusan masalah penelitian yakni metode deskriptif verifikatif.

Berdasarkan hasil penelitian secara parsial terhadap promosi didapatkan nilai t_{hitung} sebesar 6,222 dengan taraf signifikansi α sebesar 5%, maka promosi berpengaruh signifikan terhadap citra merek. Sementara pada kualitas produk didapatkan nilai t_{hitung} sebesar 6,681 dengan taraf signifikansi α sebesar 5%, maka kualitas produk berpengaruh signifikan terhadap citra merek. Adapun, hasil uji hipotesis secara simultan menghasilkan nilai F_{hitung} sebesar 11,215. Maka, promosi dan kualitas produk berpengaruh signifikan terhadap citra merek produk Madu Perhutani di *Outlet* Jalan Laswi Bandung.

Kata kunci : promosi, kualitas produk, citra merek

ABSTRACT

THE EFFECT OF PROMOTION AND QUALITY OF PRODUCTS ON MADU PERHUTANI'S BRAND IMAGE IN JALAN LASWI BANDUNG OUTLET

The development of the economic era requires business people to continue to develop their business, as well as the producers of Honey Perhutani. The decline and inequality in the sales of Perhutani Honey products is the background of the problem under study. It is suspected that this happened because of the poor promotional activities carried out and the poor quality of the Perhutani Honey product, which affected the brand image formed on the product. The purpose of this study is to determine the condition of the promotion, product quality, and brand image of Perhutani Honey at Jalan Laswi Outlet Bandung, and how the influence of promotion, and product quality on the brand image of Perhutani Honey at Jalan Laswi Outlet Bandung. Meanwhile, the problem that has been formulated is related to how the condition of the promotion, product quality, and brand image of Perhutani Honey at Jalan Laswi Outlet Bandung, and how the influence of promotion, and product quality on the brand image of Perhutani Honey at Jalan Jalan Laswi Bandung, both partially and partially simultaneous. The method used to answer the research problem statement is descriptive verificative method.

Based on the results of the partial research on promotion, the value of t_{count} is 6.222 with a significance level of α of 5%, then promotion has a significant effect on brand image. While the product quality obtained a value of t_{count} of 6.681 with a significance level of α of 5%, then product quality has a significant effect on brand image. Meanwhile, the results of simultaneous hypothesis testing resulted in a calculated F_{count} value of 11,215. So, promotion and product quality have a significant effect on the product brand image of Madu Perhutani in Jalan Laswi Bandung Outlet.

Keywords: promotion, product quality, brand image