

ABSTRAK

Tujuan dari penelitian ini untuk mengetahui pengaruh citra merek, *positive word of mouth*, dan promosi media sosial terhadap keputusan pembelian *dessert box* studi ini dilakukan kepada konsumen Kamei Kitchen Semarang. Penelitian ini menggunakan teknik pengambilan sampel metode *purposive sampling* dengan kriteria orang yang pernah membeli dan mengonsumsi *dessert box* Kamei Kitchen Semarang. Jumlah responden yang ditentukan untuk penelitian ini sebanyak 95 orang. Dengan dibantu program statistika SPSS versi 25.0 dapat diketahui hubungan antar variabel menggunakan analisis regresi linier berganda.

Hasil yang diperoleh dari penelitian ini menunjukkan bahwa, yang pertama meskipun variabel citra merek memiliki nilai koefisien regresi positif tetapi variabel ini tidak signifikan mempengaruhi keputusan pembelian, kedua variabel *positive word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, ketiga variabel promosi media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Citra Merek, *Positive Word Of Mouth*, Promosi Media Sosial, Keputusan Pembelian

ABSTRACT

The purpose of this study was to discover the impact of brand image, positive word of mouth, and social media promotion on dessert box purchasing decisions. This study was conducted on consumers of Kamei Kitchen Semarang. This study uses a purposive sampling method with the criteria of people who have bought and consumed the Kamei Kitchen Semarang dessert box. The number of respondents who were determined for this study were 95 people. With the help of the SPSS statistical program version 25.0, it can be seen the relationship between variables using multiple linear regression analysis.

The results obtained from this study indicate that, firstly, although the brand image variable has a positive regression coefficient value but this variable does not significantly affect purchasing decisions, the second positive word of mouth variable has a positive and significant effect on purchasing decisions, the three variables of social media promotion have a positive and significant effect on purchasing decisions.

Keywords: Brand Image, Positive Word Of Mouth, Social Media Promotion, Purchase Decision