

ABSTRAK

PENGARUH *BRAND AWARENESS*, *BRAND IMAGE*, DAN *WORD OF MOUTH COMMUNICATION* TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Mahasiswa Pengguna Kartu Perdana Telkomsel)

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Penelitian ini bertujuan menganalisis pengaruh variabel *brand awareness*, *brand image*, dan *word of mouth communication* terhadap keputusan pembelian. Populasi penelitian ini ialah Mahasiswa pengguna kartu perdana telkomsel dengan sampel sebanyak 100 responden menggunakan teknik *purposive sampling*. Data primer menggunakan kuesioner dan data sekunder berdasar riset kepustakaan. Hasil penelitian mendapatkan: uji instrument menunjukkan semua indikator *valid* dan semua variabel *reliable*. Uji koefisien determinasi (R^2) menunjukkan ketiga variabel bebas dapat mempengaruhi keputusan pembelian, yaitu 68,6 persen. Uji F menampilkan model regresi layak sebagai model penelitian. Hasil uji t dan koefisien regresi menjelaskan, bahwa semua variabel *brand awareness*, *brand image*, dan *word of mouth communication* berpengaruh positif dan signifikan terhadap keputusan pembelian pada Mahasiswa pengguna kartu perdana Telkomsel.

Kata kunci: *brand awareness*, *brand image*, *word of mouth communication*, dan keputusan pembelian

ABSTRACT

THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND WORD OF MOUTH COMMUNICATION ON PURCHASING DECISION (A Study on Students Who Using Data Usage Telkomsel)

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This study aims to analyze the effect of brand awareness, brand image, and word of mouth communication variables on purchasing decisions. The population of this research is students using Telkomsel prime card with a sample of 100 respondents using purposive sampling technique. Primary data using questionnaires and secondary data based on library research. The results of the study obtained: the instrument test showed all indicators were valid and all variables were reliable. The coefficient of determination test (R²) shows that the three independent variables can influence purchasing decisions, namely 68,6 percent. The F test displays a feasible regression model as a research model. The results of the t-test and regression coefficients explain that all variables of brand awareness, brand image, and word of mouth communication have a positive and significant effect on purchasing decisions for students who use Telkomsel prime cards.

Keywords : brand awareness, brand image, word of mouth communication, and purchase decision