

ABSTRAK

OZORA KHANSA. *Pengaruh Brand Image terhadap Keputusan Pembelian Produk (Studi Kasus pada Rumah Roti Kotapinang)*. Dibimbing oleh Binsar Sihombing, S.E., M.Si dan Asmara Wildani Pasaribu S.Sos., M.M.

Dalam mengembangkan sebuah usaha (bisnis), selain membutuhkan pengelolaan yang baik di bidang pemasaran, sebuah bisnis juga harus memperkuat citra dari merek mereka (*brand image*) untuk menarik perhatian konsumen sehingga menetapkan keputusan pembelian. Sehingga, studi ini ingin mengetahui apakah *brand image (strength, favorability, uniqueness of brand associations)* berpengaruh pada keputusan pembelian di Rumah Roti Kotapinang.

Tipe studi yang dipakai ialah kuantitatif, yang mana fungsinya yakni guna melakukan penelitian populasi atau sampel, pengumpulan data memakai alat studi, serta Analisa data kuantitatif. Pengambilan sampel pada studi memakai teknik Slovin serta didapat 99 informan. Pengolahan data untuk studi ini memakai SPSS versi 22. Strategi analisa data yang diaplikasikan yakni uji regresi linier berganda dengan pertolongan sistem SPSS 22. Hasil studi menyatakan variabel *favorability* dan *uniqueness of brand associations* berdampak signifikan pada keputusan transaksi. Hasil uji F dan R^2 menandakan variabel *brand image* yang meliputi *strength, favorability*, serta *uniqueness of brand associations* berpengaruh secara simultan pada keputusan pembelian di Rumah Roti Kotapinang dengan nilai R^2 sebesar 46,5%.

Kata kunci: *Brand image, Brand associations, Favorability of brand associations, Uniqueness of brand associations* dan Keputusan pembelian

ABSTRACT

OZORA KHANSA. *The Effect of Brand Image on Product Purchasing Decisions (Case Study at Rumah Roti Kotapinang). Supervised by Binsar Sihombing, S.E., M.Si and Asmara Wildani Pasaribu S.Sos., M.M.*

In developing a business, apart from requiring good management in the field of marketing, a business must also strengthen the image of their brand (brand image) to attract the attention of consumers so as to determine purchasing decisions. Therefore, this study wants to know whether brand image (strength, favorability, uniqueness of brand associations) simultaneously has a significant effect on purchasing decisions at Rumah Roti Kotapinang. In addition, this research is also aimed at looking at the impact or influence of brand image on purchasing decisions at Rumah Roti Kotapinang.

The type of research used is quantitative, whose function is to examine a particular population or sample, data collection uses research instruments, data analysis is quantitative, and hypothesis testing has been established. Sampling in this study used the Slovin method and obtained 99 respondents. Data processing for this study used SPSS version 22. The data analysis technique used was the classical assumption test (normality and multicollinearity), multiple linear regression tests and hypothesis testing (t test, F test, and coefficient of determination R²). From the results of the t-test conducted, the researchers found that the variables favorability and the uniqueness of brand associations had a significant effect on the purchasing decision variable. And from the results of the F and R² tests, the results show that brand image which includes the strength of brand associations, favorability of brand associations, and uniqueness of brand associations has an effect simultaneously with an R² value of 46.5% on purchasing decisions at Rumah Roti Kotapinang.

Keywords: brand image, purchase decision