

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand image, iklan online, dan sikap konsumen terhadap keputusan pembelian Smartphone Merk Samsung di Kota Jambi secara simultan (bersama-sama), dan untuk mengetahui faktor yang lebih dominan mempengaruhi keputusan pembelian Smartphone Merk Samsung di Kota Jambi. Skripsi ini menggunakan pendekatan deskriptif kuantitatif yaitu penelitian dengan menekankan analisisnya pada data-data numerikal (angka) yang diolah dengan metode statistika, yaitu data-data kuantitatif yang dikumpulkan melalui pengukuran yaitu analisis regresi berganda. Hasil penelitian menunjukkan bahwa 1) Brand Image, Iklan Online, dan Sikap Konsumen berpengaruh positif dan signifikan terhadap Keputusan Pembelian Smartphone Merk Samsung di Kota Jambi secara simultan (bersama-sama). Secara parsial, Brand Image (X1), Iklan Online (X2) dan Sikap Konsumen (X3) berpengaruh positif dan signifikan terhadap Keputusan Pembelian Smartphone Merk Samsung di Kota Jambi, 2) Variabel Sikap Konsumen (X3) lebih dominan mempengaruhi Keputusan Pembelian Smartphone Merk Samsung di Kota Jambi daripada Variabel Brand Image (X1) dan Iklan Online (X2).

Kata Kunci : Brand Image, Iklan Online, Sikap Konsumen, dan Keputusan Pembelian

ABSTRACT

This study aims to analyze the effect of brand image, online advertising, and consumer attitudes on purchasing decisions of Samsung Brand Smartphones in Jambi City simultaneously (together), and to determine which factors are more dominant in influencing Samsung Brand Smartphone purchasing decisions in Jambi City. This thesis uses a quantitative descriptive approach, namely research by emphasizing the analysis on numerical data (numbers) which are processed by statistical methods, namely quantitative data collected through measurements, namely multiple regression analysis. The results of the study show that 1) Brand Image, Online Advertising, and Consumer Attitudes have a positive and significant effect on the Purchase Decision of Samsung Brand Smartphones in Jambi City simultaneously (together). Partially, Brand Image (X1), Online Advertising (X2) and Consumer Attitudes (X3) have a positive and significant effect on the Purchase Decision of Samsung Brand Smartphones in Jambi City, 2) Consumer Attitude Variables (X3) are more dominant in influencing Samsung Brand Smartphone Purchase Decisions in Jambi City than Brand Image Variables (X1) and Online Advertising (X2).

Keywords: Brand Image, Online Advertising, Consumer Attitude, and Purchase Decision