

ABSTRAK

Berkembangnya alat komunikasi di zaman modern ini mendorong semakin meningkatnya permintaan akan berbagai alat komunikasi seperti *smartphone*, sehingga dunia usaha di industri telekomunikasi semakin kompetitif. Salah satu *smartphone* yang baru masuk kedalam pasar Indonesia kategori *smartphone* yaitu Infinix. Hal ini menuntut *smartphone* merek Infinix untuk melakukan kegiatan promosi agar konsumen dapat mengetahui atau lebih *aware* kepada *smartphone* merek Infinix dan meningkatkan kualitas produk agar pengalaman konsumen dalam menggunakan *smartphone* merek Infinix baik, sehingga *smartphone* merek Infinix memiliki *image* yang baik dari konsumen. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *brand awareness* dan *brand image* terhadap keputusan pembelian *smartphone* merek Infinix di Kota Bandung (Survei Konsumen Pada *Counter* Di Bandung *Electronic Center*) baik secara simultan maupun parsial. Serta untuk menjawab rumusan masalah mengenai *brand awareness*, *brand image* dan keputusan pembelian. metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 95 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, koefisien determinasi dan menggunakan alat bantu SPSS 26. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *brand awareness* dan *brand image* terhadap keputusan pembelian. Besarnya pengaruh *brand awareness* dan *brand image* terhadap keputusan pembelian secara simultan sebesar 56,5% dan sisanya dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *brand awareness* terhadap keputusan pembelian sebesar 37,39% dan pengaruh *brand image* terhadap keputusan pembelian sebesar 19,11% sehingga dapat disimpulkan bahwa *brand awareness* memberikan pengaruh paling besar terhadap keputusan pembelian.

Kata Kunci: *Brand Awareness, Brand Image, Keputusan Pembelian*

ABSTRACT

The development of communication tools in modern times has driven the increasing demand for various communication tools such as smartphones, so that the business world in the telecommunications industry is increasingly competitive. One of the smartphones that has just entered the Indonesian market in the smartphone category is Infinix. This requires the Infinix brand smartphone to carry out promotional activities so that consumers can find out or be more aware of the Infinix brand smartphone and improve product quality so that the consumer experience in using the Infinix brand smartphone is good, so that the Infinix brand smartphone has a good image from consumers. This study aims to determine how much influence brand awareness and brand image have on purchasing decisions for Infinix brand smartphones in Bandung (Consumer Survey at Counter at Bandung Electronic Center) both simultaneously and partially. As well as to answer the formulation of problems regarding brand awareness, brand image and purchasing decisions. the research method used is descriptive and verification method with a sample size of 95 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 26 tools. The results of this study indicate that there is a positive and significant influence between brand awareness and brand image on purchasing decisions. The magnitude of the influence of brand awareness and brand image on purchasing decisions simultaneously amounted to 56.5% and the rest was influenced by other variables not examined. Partially, the magnitude of the influence of brand awareness on purchasing decisions is 37.39% and the influence of brand image on purchasing decisions is 19.11% so it can be concluded that brand awareness has the greatest influence on purchasing decisions.

Keywords: *Brand Awareness, Brand Image, Purchase Decision*