

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *brand image* dan *electronic word of mouth* terhadap keputusan pembelian Mustika Ratu secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *brand image* dan *electronic word of mouth* terhadap keputusan pembelian. Besarnya pengaruh *brand image* dan *electronic word of mouth* terhadap keputusan pembelian secara simultan yaitu 79,2% dan sisanya 20,8% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *brand image* terhadap keputusan pembelian sebesar 47,1% dan pengaruh *electronic word of mouth* terhadap keputusan pembelian sebesar 32,1%. Dapat disimpulkan bahwa *brand image* memiliki pengaruh yang paling besar terhadap keputusan pembelian.

Kata Kunci: *brand image*, *electronic word of mouth*, dan keputusan pembelian

ABSTRACT

This study aims to determine how much influence brand image and electronic word of mouth have on purchase intention at Mustika Ratu simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing research instruments using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing, and the coefficient of determination.

The results showed that there was a positive and significant influence between price and product quality on consumer satisfaction. The magnitude of the effect of brand image and electronic word of mouth on purchase intention simultaneously is 79.2% and the remaining 20.8% is influenced by other variables not examined. Partially, the effect of brand image purchase intention is 47.1% and the effect of electronic word of mouth on purchase intention is 32.1%. It can be concluded that brand image has the greatest influence on purchase intention.

Keywords: price, product quality, and consumer satisfaction.