

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image* dan *Electronic Word of Mouth* terhadap Keputusan Pembelian konsumen Rawtype Riot Bandung secara simultan maupun parsial. Metode yang digunakan merupakan metode penelitian deskriptif serta verifikatif dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif yang signifikan antara *Brand Image* dan *Electronic Word of Mouth* terhadap Keputusan Pembelian. Besarnya pengaruh *Brand Image* dan *E-WOM* terhadap Keputusan Pembelian konsumen Rawtype Riot Bandung secara simultan bersama-sama sebesar 65,6% terhadap Keputusan Pembelian. Sedangkan secara parsial besarnya pengaruh *Brand Image* dan *E-WOM* memiliki pengaruh sebesar 46,8% dan 18,8% terhadap Keputusan Pembelian konsumen Rawtype Riot Bandung. Sehingga dapat disimpulkan bahwa *Brand Image* memberikan pengaruh paling besar terhadap Keputusan Pembelian.

Kata Kunci: *Brand Image*, *Electronic Word of Mouth*, dan Keputusan Pembelian

ABSTRACT

This study aims to find out the effect of brand image and electronic word of mouth on customer purchase decision Rawtype Riot Bandung. simultaneously and partially. The research method that being used in this research is descriptive and verification methods with a total sample of 100 respondents. Research instruments testing are using validity and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation, and coefficient of determination.

The result of this research showed that there was positive yet significant effect between the brand image and electronic word of mouth on customer's purchase decision. The magnitude of brand image and electronic word of mouth effect both simultaneously on Rawtype Riot Bandung customer's purchase decision is 65.6%. On the other hand, partially the influence of brand image and electronic word of mouth are 46,8% and 18,8% on Rawtype Riot Bandung customer's purchase decision. Based on the data, we can conclude that Brand Image has the greatest influence on purchasing decision.

Keywords: Product Quality, Electronic Word of Mouth, and Purchase Decision