

ABSTRAK

Pengaruh Iklan Dan Brand Image Terhadap Keputusan Pembelian Pada Produk Scarlett Whitening (body care) Di Store Cahaya Accessories Kecamatan Wates

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Penelitian ini bertujuan untuk mengetahui pengaruh iklan dan brand image secara parsial dan simultan terhadap keputusan pembelian konsumen produk scarlett whitening di store cahaya accessories. Pengaruh yang ingin diketahui adalah pengaruh langsung maupun tidak langsung. Peneliti ini menggunakan sampel sebanyak 78 responden. Pengambilan sample menggunakan metode purposive sampling dengan karakteristik minimal 15 tahun. Alat uji yang digunakan adalah uji analisis data dan uji hipotesis. Dari uji penelitian ini dapat disimpulkan bahwa secara parsial variabel iklan dan brand image berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk scarlett whitening body care di store cahaya accessories. Dan secara simultan variabel iklan dan brand image secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk scarlett whitening body care di store cahaya accessories.

Kata kunci : *Iklan, Brand Image, Keputusan Pembelian*

ABSTRACT

The Effect of Advertising and Brand Image on Purchase Decisions on Scarlett Whitening Products (body care) at the Cahaya Accessories Store Wates District

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This study aims to determine the effect of advertising and brand image partially and simultaneously on consumer purchasing decisions for Scarlett Whitening products at the Cahaya Accessories store. The effect that we want to know is the direct or indirect effect. This researcher used a sample of 78 respondents. Sampling using purposive sampling method with a minimum characteristic of 15 years. The test tools used are data analysis test and hypothesis testing. From this research test, it can be concluded that partially advertising and brand image variables have a positive and significant effect on purchasing decisions on Scarlett Whitening BodyCare products at the Cahaya Accessories store. And simultaneously variable advertising and brand image simultaneously have a positive and significant impact on purchasing decisions on Scarlett Whitening Body Care products at the Cahaya Accessories store.

Keywords: Advertising, Brand Image, Purchase Decision