

**PENGARUH *BRAND IMAGE* DAN *E-WOM* TERHADAP KEPUTUSAN
PEMBELIAN LAPTOP ASUS PADA MAHASISWA FAKULTAS
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ABSTRAK

Penelitian ini memiliki tujuan yakni mengetahui pengaruh variabel *brand image* dan *electronic word of mouth* (E-WOM) secara parsial maupun simultan pada keputusan konsumen dalam pembelian Laptop ASUS. Metode penelitian yang diterapkan dalam studi ini adalah pendekatan kuantitatif. Penelitian ini melibatkan mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha sebagai populasi dengan teknik *purposive sampling* yang digunakan untuk mengambil sampel sebanyak 140 dengan menggunakan *google form*. Penelitian dianalisis menggunakan metode analisis deskriptif, diuji validitas serta reliabilitas. Langkah selanjutnya melibatkan teknik analisis data, yakni analisis regresi linear berganda dibantu menggunakan aplikasi SPSS versi 26.0. Data analisis menghasilkan temuan bahwa (1) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) E-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) *brand image* dan E-WOM berpengaruh terhadap keputusan pembelian.

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

**THE INFLUENCE OF BRAND IMAGE AND E-WOM ON PURCHASING
DECISIONS FOR ASUS LAPTOPS FOR STUDENTS OF THE FACULTY
OF ECONOMICS, GANESHA UNIVERSITY OF EDUCATION.**

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ABSTRACT

The purpose of this study is to examine if brand image and electronic word of mouth (E-WOM) factors have a partial or simultaneous influence on customer decisions to buy Asus laptops. This study's research method is quantitative. The population for this study included students from the Faculty of Economics at Ganesha University of Education, and a purposive selection approach was utilized to choose a sample of 140 people via Google Form. The study was conducted utilizing descriptive analytic methods and assessed for validity and reliability. The following stage comprises data analysis techniques, namely multiple linear regression analysis helped by the SPSS version 26.0 program. Data analysis revealed that (1) brand image has a positive and significant impact on purchase decisions, and (2) E-WOM has a positive and significant effect on purchasing decisions, (3) brand image and E-WOM have an effect on purchasing decisions.

Keywords : brand image, electronic word of mouth, and purchase decision.