

**“PENGARUH *WORD OF MOUTH*, *BRAND IMAGE*, DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN PRODUK ES KRIM MIXUE
CABANG SURAPATI”**

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ABSTRAK

Penelitian ini memiliki tujuan untuk menguji pengaruh *Word Of Mouth*, *Brand Image*, dan Harga Terhadap Keputusan Pembelian Produk Es Krim Mixue Cabang Surapati. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan desain penelitian kausal. Subjek penelitian ini adalah konsumen yang mengonsumsi produk es krim Mixue cabang Surapati, dengan objek dalam penelitian adalah *word of mouth*, *brand image*, dan harga terhadap keputusan pembelian. Penentuan sampel menggunakan teknik *Accidental Sampling* dengan jumlah responden sebanyak 160 orang. Dalam penelitian ini data dikumpulkan melalui metode kuesioner, kemudian dianalisis menggunakan metode analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian produk es krim Mixue cabang Surapati, (2) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian produk es krim Mixue cabang Surapati, dan (3) harga berpengaruh negatif dan signifikan terhadap keputusan pembelian produk es krim Mixue cabang Surapati.

Kata kunci: *word of mouth*, *brand image*, dan harga terhadap keputusan pembelian.



**“THE INFLUENCE OF WORD OF MOUTH, BRAND IMAGE, AND
PRICE ON THE DECISION TO PURCHASE MIXUE ICE CREAM
PRODUCTS, SURAPATI BRANCH”**

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ABSTRAK

This research aims to examine the influence of Word of Mouth, Brand Image, and Price on Purchase Decisions for Mixue Ice Cream Products in the Surapati Branch. The research method used is quantitative research with a causal research design. The subjects of this research are consumers who consume Mixue ice cream products in the Surapati branch, with the objects of research being word of mouth, brand image and price on purchasing decisions. The sample was determined using the Accidental Sampling technique with a total of 160 respondents. In this research, data was collected using a questionnaire method, then analyzed using the multiple linear regression analysis method. The research results show that (1) word of mouth has a positive and significant effect on the decision to purchase Mixue ice cream products at the Surapati branch, (2) brand image has a positive and significant effect on the decision to purchase Mixue ice cream products at the Surapati branch, and (3) price has a negative effect. and significant to the decision to purchase Mixue ice cream products in the Surapati branch.

Kata kunci: *word of mouth promotion, brand image, and price on purchasing decisions.*

