

ABSTRAK

Helmiyanto M. Hongi, Nim. 261408046. Rockhouse Distro, 25 Juli 2012. Pengaruh Brand Image Terhadap Keputusan Pembelian. Pembimbing I: Dra. Hj. Salma Bowtha, M.Pd Pembimbing II: Dra. Irina Popoi, S.Pd, M.Pd

Adapun tujuan utama penelitian ini yakni untuk menganalisis dan mendeskripsikan sejauh mana pengaruh antara brand image terhadap keputusan pembelian baik secara parsial maupun simultan. Populasi penelitian adalah seluruh konsumen yang ada di lingkungan Rockhouse Distro yang berjumlah 1175 orang. Sampel penelitian yaitu berjumlah 92 orang. Pengambilan sampel menggunakan metode *Accidental Sampling* dan analisis data penelitian menggunakan *Analisis Regresi Linier Sederhana*. Dan berdasarkan indikator penelitian yang mengambil teori oleh : Kevin Lane Keller (2002;214) menyatakan beberapa indikator Brand Image, yakni Atribut, Manfaat, Sikap. Kemudian untuk indikator keputusan pembelian merujuk pada pendapatan yang dikemukakan Kotler (2003;204) yakni : pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, serta perilaku pasca pembelian.. Masing – masing indikator dari variable dependen dan independent diatas dibuat suatu pernyataan dalam bentuk kuesioner yang nantinya akan dibagikan kepada responden.

Hasil penelitian ini menunjukkan bahwa: Peningkatan keputusan pembelian konsumen melalui brand image pada Rockhouse Distro secara simultan berpengaruh terhadap keputusan pembelian ditunjukkan koefisien determinasi $r^2 = 0.456$ atau sebesar 45,6% dan sisanya 54,4% dipengaruhi oleh faktor lain. Bagi Rockhouse Distro yang memperhatikan Brand Image dalam rangka meningkatkan Keputusan Pembelian diharapkan terus melaksanakan strategi tersebut dengan memperbaiki beberapa kekurangan antara lain: memperhatikan advertising atau periklan yang bagian dari promosi untuk memberikan pengakuan produk pada konsumen yang menggunakan produk yang dipasarkan Rockhouse seperti Kick Denim yang mendominasi jumlah penjualan dan tentunya juga dengan memperhatikan penetapan standar harga.

Kata Kunci : Brand Image, Keputusan Pembelian

ABSTRACT

Helmiyanto M. Hongi, Nim. 261408046. Management Department, 25 July 2012. The influence of Brand Image toward Purchase Decisions at Rockhouse Distro. Advisor I: Dra. Hj. Salm a Bow tha, M .Pd, Advisor II: Dra. Irina Popoi, S.Pd, M .Pd.

The main objective of this study is to analyze and describe the extent of the influence of brand image on purchase decisions either partially or simultaneously. The study population was all the existing customers in the Rockhouse distributions amounting to 1175 people. The samples are numbered 92 people. Accidental Sampling methods Sampling and analysis of research data using Simple Linear Regression Analysis. And based on research indicators that take the theory by: Kevin Lane Keller (2002: 214) stated that some indicators of brand image, the attributes, benefits, Attitude. Then for the indicators refer to the purchasing decision revenue raised Kotler (2003: 204) namely: the introduction of the problem, information search, alternative evaluation, purchase decision and post purchase behavior. Each - one indicator of the dependent and independent variables over a statement made in the form of questionnaires which will be distributed to the respondents.

$$\hat{Y} = 1,161 + 0.308X + \epsilon$$

The results of this study indicate that: increasing the purchasing decisions of consumers through brand image at the Rockhouse Distro simultaneously significantly influence the purchase decision is shown koofiensi derterminasi $r^2 = 0.456$ or by 45.6% and the remaining 54.4% influenced by other factors, increase in purchasing decisions through brand image significantly influence the purchase decision is shown by ($t_{hitung} = 8,689$). This is demonstrated by the results of the regression in which the value of $\beta = 0.675$. These results show that with the right brand image and it will increase consumer purchasing decisions at the Rockhouse Distro.

For those who pay attention to Rockhouse distributions in order to enhance Brand Image Buying Decision is expected to continue to implement strategies to improve some shortcomings such as: pay attention to advertising, advertising or a part of a promotion to give recognition to the consumer products that use products marketed as Kick Denim Rockhouse who dominate the sales and of course also with respect to the determination of strander price, of course, need to be revised taking into account kosndisi of interest in buying behavior of customers and customers in using the product.

Keyword: Brand Image and Purchase Decisions