

ABSTRAKSI

SURSA IBADRYAN, Analisis Pengaruh Iklan dan *Brand Image* terhadap Keputusan Pembelian melalui *Word of Mouth Deodorant Axe* (Studi Kasus di Wilayah Cengkareng, Jakarta Barat). (dibimbing oleh Abdurahman).

Penelitian ini bertujuan untuk mengetahui pengaruh Iklan (X1) dan *Brand Image* (X2) terhadap Keputusan Pembelian (Y) melalui *Word of Mouth* (Z) pada *Deodorant Axe*. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 110 responden. Responden penelitian ini adalah masyarakat yang pernah membeli dan menggunakan *Deodorant Axe* di wilayah Cengkareng, Jakarta Barat. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa iklan berpengaruh terhadap *word of mouth*, *brand image* berpengaruh terhadap *word of mouth*, iklan berpengaruh terhadap keputusan pembelian, *brand image* berpengaruh terhadap keputusan pembelian, dan *word of mouth* berpengaruh terhadap keputusan pembelian. Selanjutnya iklan berpengaruh terhadap keputusan pembelian melalui *word of mouth* dan *brand image* berpengaruh terhadap keputusan pembelian melalui *word of mouth*.

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

ABSTRACT

SURSA IBADRYAN, *Analysis of the influence of advertisement and brand image toward the purchasing decision through the word of mouth on Deodorant Axe (Case Study in Cengkareng, West Jakarta). (Supervised by Abdurahman).*

The objective of this study is to find out the influence of advertisement and brand image toward the purchasing decision through the word of mouth on Deodorant Axe. The method used in this study was purposive sampling, the total of respondent are 110 respondent. The respondent in this study is the people who have bought, consumed, Deodorant Axe in Cengkareng, West Jakarta. This study was analyzed using factor analysis as a Validity test, Reliability, Path Analysis, and Determination.

The result of this study showed that advertisement had an effect towards word of mouth, brand image had an effect towards word of mouth, advertisement had an effect towards purchase decisions, brand image had an effect towards purchase decisions, and word of mouth had an effect towards purchase decisions on Deodorant Axe. And then advertisement had an effect toward purchasing decision through the word of mouth and brand image had an effect toward purchasing decision through the word of mouth on Deodorant Axe.

Keywords: *Advertisement, Brand Image, Word Of Mouth, Purchasing Decisions.*