

ABSTRACT

Sutrisno Nur Hidayat. 2013. The Effect of Brand Awareness and Brand Image on the Purchase Decision (A study on Wall's Ice Cream Consumer In Bangkalan), under the guidance of Drs. Tambrin Mohamad, MM., And Fathor A.S., SE., MM.

Brand Awareness and Brand Image are the ability of the consumer in remembering a brand while considering the purchase decisions where consumers will remember the first brand purchased and the existing image on the brand. Brand Awareness and Brand Image Variables.

The purpose of this study is (1) to determine the influence of Brand Awareness and Brand Image simultaneously on purchase decisions (A Study On Ice Cream Wall's Consumer In Bangkalan), (2) to determine the variable of Brand Awareness and Brand Image has a dominant influence on purchase decisions (A Study at Wall's Ice Cream Consumers In Bangkalan).

This study used a quantitative approach that seeked to determine how is the influence of Brand Awareness and Brand Image on purchase decisions (A Study at Wall's Ice Cream Consumers In Bangkalan). The Sampling technique used the purposive sampling with 30 respondents that could be processed the data. the data were collected through interviews, literature, and questionnaires and used a Likert scale to measure the respondents' answers. In testing the instrument, the researcher used the validity test, reliability test, and classical assumption. While the data analysis technique that is used in this study is a multiple linear regression analysis because the variables that are used more than two variables, through F test and T test.

The results of this study indicate that the variable of Brand Awareness and Brand Image is simultaneously affected the purchase decisions (A Study at Wall's Ice Cream Consumers In Bangkalan). Brand Awareness and Brand Image partially affects on purchase decisions (A Study at Wall's Ice Cream Consumers In Bangkalan). Brand Image variable dominantly influence the purchase decisions (A Study at Wall's Ice Cream Consumers In Bangkalan).

Keywords: Brand Awareness, Brand Image, and Purchase Decision

ABSTRAK

Sutrisno Nur Hidayat. 2013. Pengaruh *Brand Awareness* dan *Brand Image* Terhadap Keputusan Pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan), dibawah bimbingan Drs. Mohamad Tambrin, MM., and Fathor AS, SE., MM.

Brand Awareness dan *Brand Image* merupakan kemampuan konsumen mengingat suatu merek dalam mengambil keputusan membeli dimana konsumen akan mengingat merek yang pertama dibeli dan citra yang ada pada merek tersebut . Variabel *Brand Awareness* dan *Brand Image*.

Tujuan penelitian ini adalah (1) untuk mengetahui pengaruh *Brand Awareness* dan *Brand Image* secara simultan terhadap keputusan pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan), (2) untuk mengetahui variabel *Brand Awareness* dan *Brand Image* yang berpengaruh dominan terhadap keputusan pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan).

Penelitian ini menggunakan pendekatan kuantitatif yang berusaha untuk mengetahui bagaimana pengaruh *Brand Awareness* dan *Brand Image* terhadap keputusan pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan). Teknik pengambilan sampel menggunakan *purposive sampling* dengan 30 responden yang dapat diolah datanya. Teknik pengumpulan data yaitu dengan wawancara, kepustakaan, dan kuesioner dan menggunakan skala likert untuk mengukur jawaban responden. Untuk menguji instrumen menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Sedangkan teknik analisis data yaitu menggunakan analisis regresi linier berganda karena variabel yang digunakan lebih dari dua variabel, dengan uji F dan uji T.

Hasil penelitian ini menunjukkan bahwa variabel *Brand Awareness* dan *Brand Image* berpengaruh secara simultan terhadap keputusan pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan). *Brand Awareness* dan *Brand Image* berpengaruh secara parsial terhadap keputusan pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan). Variabel *Brand Image* berpengaruh dominan terhadap keputusan pembelian (Studi Pada Konsumen Es Krim Wall's Di Bangkalan).

Kata Kunci : *Brand Awareness*, *Brand Image*, dan Keputusan Pembelian.