

ABSTRACT

Yuliatin Sofiana, Purchase Decisions for Scarlett Whitening Based on Promotion and Brand Image (Studies in University of Trunojoyo Madura Students). Under the guidance of Dr.Ir. Nurita Andriani, M.M.

This study aims to determine how much influence promotion and brand image have on the purchasing decision of Scarlett Whitening among Trunojoyo Madura University students. Either simultaneously or partially to the purchase decision.

This research was conducted descriptively using quantitative methods. The data in this study uses primary data, namely the results of questionnaires and secondary data, namely books, journals, and other relevant sources. Hypothesis testing using multiple linear regression analysis. The sampling technique uses the Purpose Sampling Method and is analyzed using IBM SPSS Statistics 26. The hypothesis of this study is that promotion has a partial effect on the purchase decision of Scarlett Whitening, Brand image has a partial effect on the purchase decision of Scarlett Whitening, Promotion and brand image have a simultaneous effect on the purchase decision Scarlett whitening. Based on the test results, the three hypotheses were accepted.

Keyword: Brand Image, Purchase Decision, Promotion.

ABSTRAK

Yuliatin Sofiana, Keputusan Pembelian Scatlett Whitening Berdasarkan Promosi Dan Citra Merek (Studi Pada Mahasiswa Universitas Trunojoyo Madura).
Dibawah bimbingan Dr.Ir. Nurita Andriani, M.M.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh promosi dan citra merek terhadap keputusan pembelian Scarlett Whitening dikalangan Mahasiswa Universitas Trunojoyo Madura. Baik secara simultan maupun secara parsial terhadap keputusan pembelian

Penelitian ini dilakukan secara deskriptif dengan menggunakan metode kuantitatif. Data dalam penelitian ini menggunakan data primer yaitu hasil kuisioner dan data sekunder yaitu buku, jurnal, serta sumber lainnya yang relevan. Pengujian hipotesis menggunakan analisis regresi linear berganda. Teknik penarikan sampel menggunakan *Purpose Sampling Method* dan dianalisis menggunakan IBM SPSS Statistic 26. Hipotesis penelitian ini adalah promosi berpengaruh secara parsial terhadap keputusan pembelian Scarlett Whitening, Citra merek berpengaruh secara parsial terhadap keputusan pembelian Scarlett Whitening, Promosi dan citra merek berpengaruh secara simultan terhadap keputusan pembelian Scarlett whitening. Berdasarkan hasil uji menunjukkan ketiga hipotesis diterima.

Kata Kunci: Citra Merek, Keputusan Pembelian, Promosi.