

ABSTRACT

Dika Fauzan Hardoyo, The Influence of Brand Image and Instagram Advertising Media on Purchase Decisions for Buana Tengka Garment Products.

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The purpose of this study was to determine the effect of brand image and Instagram advertising media on purchasing decisions for Buana Tengka Garment products, either partially or simultaneously. This research was conducted by quantitative descriptive method. The sampling technique used was non-probability sampling with purposive sampling method used as a method of determining the sample, so that a sample of 100 respondents was obtained and the hypothesis testing used was multiple linear regression analysis. The conclusion of this research is that brand image partially has a significant effect on purchasing decisions, Instagram advertising media partially has a significant effect on purchasing decisions, and both variables (brand image and Instagram advertising media) simultaneously have a significant effect on purchasing decisions.

Keywords: Brand image; instagram advertising media; and purchasing decisions

ABSTRAK

Dika Fauzan Hardoyo, Pengaruh Citra Merek dan Media Iklan Instagram Terhadap Keputusan Pembelian Pada Produk Buana Tengka Garment.

Dibawah bimbingan Fathor AS, SE., M.M.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra merek dan media iklan instagram terhadap keputusan pembelian produk Buana Tengka Garment, baik secara parsial maupun secara simultan. Penelitian ini dilakukan secara metode deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan non-probability sampling dengan metode *purposive sampling* digunakan sebagai metode penentuan sampel, sehingga diperoleh sampel sebanyak 100 responden dan pengujian hipotesis yang digunakan ialah analisis regresi linier berganda. Kesimpulan hasil dari penelitian ini yaitu citra merek secara parsial berpengaruh signifikan terhadap keputusan pembelian, media iklan instagram secara parsial berpengaruh signifikan terhadap keputusan pembelian, dan kedua variabel tersebut (citra merek dan media iklan instagram) secara simultan berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: citra merek, media iklan instagram, dan keputusan pembelian.