

## **ABSTRAK**

### **PENGARUH *ADVERTISING* DAN *SALES PROMOTION* TERHADAP KEPUTUSAN PEMBELIAN MELALUI CITRA MEREK (Studi pada Konsumen Bukalapak di Bandarlampung)**

Oleh

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Penelitian ini bertujuan mengetahui dan menganalisis korelasi *advertising* dan *sales promotion* terhadap keputusan pembelian melalui citra merek konsumen Bukalapak di Bandarlampung. Jenis penelitian ini menggunakan *explantory research*, sampel pada penelitian ini menggunakan metode *accidental sampling* dengan menggunakan kuesioner sebagai instrumen untuk mengambil sampel sebanyak 100 orang responden konsumen Bukalapak di Bandarlampung. Teknik analisis data penelitian ini menggunakan pendekatan *Partial Least Square (PLS)* yang dibantu oleh program *smartPLS* m.3. Hasil penelitian ini menunjukkan bahwa terdapat korelasi yang signifikan antara *advertising* terhadap citra merek. Selanjutnya, terdapat korelasi tidak signifikan antara *sales promotion* terhadap citra merek. Terdapat korelasi signifikan antara *advertising* terhadap keputusan pembelian. Terdapat korelasi tidak signifikan antara *sales promotion* terhadap keputusan pembelian. Terdapat korelasi tidak signifikan antara citra merek terhadap keputusan pembelian. Terdapat korelasi tidak signifikan antara *advertising* terhadap keputusan pembelian yang dimediasi citra merek. Selanjutnya terdapat korelasi tidak signifikan antara *sales promotion* terhadap keputusan pembelian yang dimediasi citra merek.

**Kata Kunci: *Advertising*, *Sales Promotion*, Citra Merek dan Keputusan Pembelian**

## **ABSTRACT**

### **THE INFLUENCE OF ADVERTISING AND SALES PROMOTION ON PURCHASE DECISION THROUGH BRAND IMAGE (Study on Consumer Bukalapak at Bandarlampung)**

**By**

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*This research aims to know and analyze the correlation of advertising and sales promotion of purchasing decisions through brand image of Bukalapak consumers in Bandarlampung. This research type using explanatory research, the sample in this research use accidental sampling method by using questioner as instrument to take sample counted 100 respondents of consumer of Bukalapak at Bandarlampung. Technique of data analysis of this research using Partial Least Square (PLS) approach which assisted by smartPLS m.3 program. The results of this study indicate that there is a significant correlation between advertising on brand image. Furthermore, there is no significant correlation between sales promotion towards brand image. There is a significant correlation between advertising and purchasing decisions. There is a significant correlation between sales promotion towards purchasing decisions. There is no significant correlation between the brand image of the purchase decision. There is no significant correlation between advertising against branded mediated purchase decisions. Furthermore, there is no significant correlation between sales promotion to purchase decision mediated brand image.*

**Keywords: Advertising, Sales Promotion, Brand Image and Purchase Decision**