

ABSTRAK

PENGARUH PROMOSI, *ELECTRONIC WORD OF MOUTH* DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN SEPATU COMPASS (Studi Pada Pengguna Instagram di Bandar Lampung)

Oleh

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Tujuan riset ini, ingin mengetahui besarnya pengaruh promosi, *electronic word of mouth* dan *brand image* terhadap keputusan pembelian produk sepatu compass bagi pengguna instagram di Bandar Lampung. Metode penelitian yang digunakan adalah *explanatory research* dengan pendekatan penelitian kuantitatif melalui program SPSS 27.0 sebagai pengolahan data. Teknik sampel yang digunakan yaitu *non probability sampling* dengan metode *accidental sampling*, Populasi penelitian ini yaitu konsumen sepatu compass di Bandar Lampung. Hasil penelitian ini menunjukkan bahwa promosi, *electronic word of mouth* dan *brand image* secara parsial berpengaruh positif dan berpengaruh signifikan,. Secara simultan besarnya pengaruh promosi, *electronic word of mouth* dan *brand image* terhadap keputusan pembelian yaitu 0,682 atau 68,2%., yang berarti variabel independen berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : Promosi, *Electronic Word Of Mouth*, *Brand Image*, Keputusan Pembelian, Sepatu Compass

ABSTRACT

THE EFFECT OF PROMOTION, ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON COMPASS SHOE PURCHASE DECISIONS (Study on Instagram Users in Bandar Lampung)

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The purpose of this research is to determine the magnitude of the influence of promotion, electronic word of mouth and brand image on purchasing decisions for compass shoe products for Instagram users in Bandar Lampung. The research method used is explanatory research with a quantitative research approach through the SPSS 27.0 program as data processing. The sampling technique used is non-probability sampling with the accidental sampling method. The population of this study is compass shoe consumers in Bandar Lampung. The results of this study indicate that promotion, electronic word of mouth and brand image partially have a positive and significant effect. Simultaneously, the magnitude of the influence of promotion, electronic word of mouth and brand image on purchasing decisions is 0.682 or 68.2%, which means that the independent variables have a significant effect on purchasing decisions.

Keywords: Promotion, Electronic Word Of Mouth, Brand Image, Purchasing Decision, Compass Shoes