

Dampak Daya Tarik Iklan, Citra Merek, Word of Mouth dan Harga Terhadap Keputusan Pembelian SmartPhone Samsung di Semarang

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ABSTRAK

Samsung sukses dengan produk handphonenya dari berbagai tipe. Namun demikian, Samsung seri Galaxy Note 7 terdapat cacat pada baterai sehingga 2,5 unit di berbagai negara ditarik, termasuk Indonesia sehingga kerugiannya mencapai Rp. 13 triliun. Kerugian tersebut tidak hanya berupa ongkos untuk menarik, namun diiringi dengan turunnya harga saham Samsung yang mencapai angka ratusan triliun rupiah. Adanya berita-berita yang kurang baik terhadap Smartphone Samsung berdampak pada keputusan pembelian. Teknik sample yang digunakan adalah purposive sampling dengan responden konsumen yang pernah membeli Smartphone Samsung minimal satu kali. Analisa data menggunakan analisis regresi linier berganda. Hasil penelitian Uji F menunjukkan bahwa Daya Tarik Iklan (X1), Citra Merek (X2), Word Of Mouth (X3), dan Harga (X4) berpengaruh terhadap Keputusan Pembelian (Y) secara simultan. Untuk hasil uji T yaitu Daya Tarik Iklan berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, Word Of Mouth berpengaruh positif dan signifikan terhadap keputusan pembelian, dan Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Koefisien determinasi sebesar 0,767. Hal ini berarti kemampuan variabel daya tarik iklan, citra merek, word of mouth dan harga dalam menjelaskan keputusan pembelian sebesar 76,70%, sedangkan sebesar 23,30% keputusan pembelian dijelaskan oleh variabel lain di luar citra merek, word of mouth dan harga. Word of mouth menjadi variabel terbesar yang mempengaruhi keputusan pembelian. Citra merek menjadi variabel kedua yang mempengaruhi keputusan pembelian. Harga menjadi variabel ketiga yang mempengaruhi keputusan pembelian. Kemudian variabel keempat yang mempengaruhi keputusan pembelian Daya Tarik Iklan Smartphone Samsung di Kota Semarang.

Kata Kunci : Kata Kunci: Daya Tarik Iklan; Citra merek, Word Of Mouth, harga Keputusan Pembelian

The Impact of The Attractiveness Advertising, Brand Image, Word of Mouth and Price on Purchasing Decision of Samsung SmartPhone in Semarang

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ABSTRACT

Samsung's success with mobile product of various types. However, the Samsung Galaxy series Note 7 there are defects on battery so 2,5 units in various country have withdrawn, include Indonesia, so that losses reached Rp 13 trillion. The losses not only in withdrawn cost, but accompanied by decreasing in the stock price of Samsung that reach hundreds trillions of rupiah. The existence of the news is not good on Smartphone Samsung impact on purchasing decisions.

The sample technique that used was purposive sampling with a consumers respondent that has ever buy Smartphone Samsung at least one time. Data analysis using multiple linear regression analysis. The research results show that the appeal of advertising (X 1), brand image (X 2), Word Of Mouth (X 3), and price (X 4) have impact on purchasing decisions (Y) simultaneously.

For the results of T-test there is the appeal advertising has a positive and significant impact on purchasing decisions, brand image has a positive and significant impact on purchasing decision, Word Of Mouth has a positive and significant impact on purchasing decision, and price has a positive and significant impact on purchasing decision. Determination of the coefficient is 0.767. This means the ability of the appeal of advertising, brand image, word of mouth and price variables in explaining the purchasing decision is 76,70%, while is 23.30% of purchasing decisions are explained by other variables outside of brand image, word of mouth and price. Word of mouth has become the biggest variable that impact on purchasing decisions. Brand image into a second variable that impact on purchasing decisions. Price has become the third variables that impact on purchasing decisions. Then the fourth variable has impacting on purchasing decision of appeal advertising of Samsung Smartphone in Semarang.

Keyword : Key Words: Attractiveness Advertising; Brand image, Word Of Mouth, the price of purchase decisions