

ABSTRAK**PENGARUH BRAND IMAGE, WORD OF MOUTH DAN PRICE TERHADAP
PEMBELIAN CHATIME DI SURAKARTA**

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Tujuan penelitian ini adalah untuk menganalisis dan mengetahui signifikansi pengaruh *Brand Image*, *Word of Mouth* dan *Price* Terhadap keputusan pembelian Chatime di Surakarta. Populasi yang menjadi obyek dalam penelitian ini adalah konsumen pelanggan chatime yang jumlahnya tidak diketahui. Sampel diambil pada pelanggan chatime sebanyak 100 orang dengan metode *accidental sampling*. Teknik analisis dalam penelitian ini terdiri dari, pengujian instrument : uji validitas dan uji realibilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F dan uji R^2 . Hasil uji regresi linier berganda menunjukkan bahwa *Word of Mouth* dan *Price* berpengaruh positif terhadap keputusan pembelian chatime sedangkan *Brand Image* berpengaruh negatif terhadap keputusan pembelian chatime. Hasil uji t menunjukkan bahwa *Price* berpengaruh signifikan terhadap keputusan pembelian chatime sedangkan *Brand Image* dan *Word of Mouth* berpengaruh tidak signifikan terhadap keputusan pembelian chatime. Hasil uji F menunjukkan bahwa variabel *Brand Image*, *Word of Mouth* dan *Price* secara simultan berpengaruh signifikan terhadap keputusan pembelian chatime. Adjusted R Square di peroleh angka sebesar 0,143 yang berarti variabel *marketing mix* dan *brand image* dapat menjelaskan 14,3% variabel keputusan pembelian, sedangkan sisanya 85,7% dijelaskan oleh variabel lain yang tidak diteliti seperti motivasi konsumen, kualitas produk, pelayanan dan lokasi .

Kata Kunci : *Brand Image*, *Word of Mouth*, *Price*, Keputusan Pembelian

ABSTRACT***IMPACT BRAND IMAGE, WORD OF MOUTH AND PRICE ON CHATIME'S PURCHASE DECISIONS IN SURAKARTA***

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The purpose of this research was to analyze and indicate the brand image's impact, word of mouth and price against decisions for chatime in surakarta. The population that's been the object in this study is an unknown number of chatime subscribers. The samples are taken from hundreds of views of chatime with sampling methods. Analytical techniques in this study consist of, testing instruments: validity tests and infallibility tests, classical assumption tests, multiple linear analysis for regression, t test, f test and r² test. Results of multiple linear regression show that word of mouth and price has a positive influence on chatime purchase decisions while the brand image has a negative impact on chatime purchasing decisions. The results of the t report showed that price had a significant impact on chatime's purchases while the brand image and the word of mouth were less significant in his decision to purchase chatime. F test results show that brand image, word of mouth and price simultaneously have a significant impact on chatime purchasing decisions. The adjusted r square has a 0.143 digit meaning a marketing mix and brand image variable can account for 14.3 percent of a consumer decree, while the rest of the 85.7% is defined by unstudied variables such as consumer motivation, prod quality, service and location.

Keyword: brand image, word of mouth, price and purchase decisions

