

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kepercayaan merek dan promosi terhadap keputusan pembelian *online* di Tokopedia. Data yang digunakan adalah data primer dengan jumlah *sample* 100, dihitung menggunakan rumus Djarwanto dan Subagyo. Metode penarikan *sample* menggunakan teknik *purposive sampling*. Metode pengumpulan data dengan menggunakan kuesioner. Data diolah menggunakan *software statistic* SPSS (*Statistical Package For Social Science*) versi 25, dengan melakukan uji statistik deskriptif, uji kualitas data, uji asumsi klasik, uji kesesuaian model, uji regresi linear berganda dan uji hipotesis untuk menguji semua hubungan antara variabel citra merek, kepercayaan merek dan promosi terhadap keputusan pembelian. Hasil dari penelitian ini menunjukkan bahwa citra merek berpengaruh positif signifikan terhadap keputusan pembelian *online* di Tokopedia, kepercayaan merek berpengaruh positif signifikan terhadap keputusan pembelian *online* di Tokopedia dan promosi berpengaruh positif signifikan terhadap keputusan pembelian *online* di Tokopedia.

Kata Kunci: Citra Merek, Kepercayaan Merek, Promosi, Keputusan Pembelian



ABSTRACT

This research was conducted with the aim to find out how the influence of brand image, brand trust and promotions on online purchase decisions at Tokopedia. The data used are primary data with a sample size of 100, calculated using the Djarwanto and Subagyo formula. The sampling method used purposive sampling. Data collection method using a questionnaire. Data processed using SPSS statistical software (Statistical Package For Social Science) version 25, by conducting a descriptive statistic test, data quality test, classic assumption test, model suitability test, multiple linear regression test and hypothesis testing to test all relationships between brand image variables, brand trust and promotion of purchasing decisions. The results of this study indicate that brand image have a significant positive effect on online purchase decision in Tokopedia, brand trust have a significant positive effect on online purchase decision in Tokopedia and promotions have a significant positive effect on online purchase decision in Tokopedia.

Keywords: Brand Image, Brand Trust, Promotion, Purchasing Decision

