

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Promotion mix dan Brand Equity terhadap Keputusan Pembelian Smartphone Samsung di Indonesia. (Studi kasus pada pengguna smartphone di kecamatan Kembangan, Jakarta Barat). Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*. Responden dalam penelitian ini sebanyak 200 responden dari pengguna smartphone Samsung di kecamatan Kembangan Jakarta Barat. Pendekatan yang digunakan pada penelitian ini adalah *Struktural Equation Model (SEM)* dengan alat analisis Smart-PLS.

Hasil penelitian yang telah didapatkan setelah melakukan Pengujian Model Struktural/Uji Hipotesis (Inner Model) menunjukkan bahwa variabel *Promotion Mix* dan *Brand Equity* berpengaruh terhadap Keputusan Pembelian. Variabel *Promotion Mix* berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai  $t$ -statistik  $2.298 > 1,96$ . Variabel *Brand Equity* berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai  $t$ -statistik  $3.844 > 1,96$ .

**Kata kunci :** *Promotion Mix, Brand Equity, Keputusan Pembelian, Struktural Equation Model (SEM), Partial Least Square (PLS)*



## **ABSTRACT**

*This study aims to examine and analyze the effect of mix Promotion and Brand Equity to Purchase Decision Samsung Smartphone in Indonesia. (A case study on the development of smartphone users in the district, west of Jakarta). The sampling technique in this research were Convenience Sampling. Respondents in this study were 200 respondents from Samsung smartphone users in the district of West Jakarta development. The approach used in this research is Structural Equation Model (SEM) analysis tool Smart-PLS.*

*Research results that have been obtained after a Structural Model Testing / Hypothesis (Inner Model) indicates that the variable Promotion Mix and Brand Equity influence the purchase decision. Variable Promotion Mix positive and significant impact on the purchase decision with a value of t-statistic value  $2,298 > 1,96$ . Brand Equity Variable positive and significant impact on the purchase decision with a t-statistic value  $3,844 > 1,96$ .*

**Keywords:** *Promotion Mix, Brand Equity, Purchase Decision, Structural Equation Model (SEM), Partial Least Square (PLS)*

