

***EFFECT OF BRAND IMAGE, AND ADVERTISING TO PURCHASE
DECISION MIE SEDAAP***

ABSTRACT

This study discusses how the brand image and advertising, influence purchasing decisions Sedaap noodles. That further to determine the effect that occurs between brand image on purchase decisions, advertising on purchasing decisions, as well as brand image and advertising purchasing decisions. Data were obtained through a survey in West Jakarta by distributing questionnaires to correspondent with the age of 20-35 years as many as 100 people. Mechanical sampling using sampling techniques convinience. While analysis tools using multiple linear regression analysis. In this research note that the brand image and advertising significantly influence the purchase decision.

Keywords: Brand Awarness, Advertising, and Purchase Decision



UNIVERSITAS
MERCU BUANA

PENGARUH CITRA MEREK, DAN TERHADAP KEPUTUSAN PEMBELIAN MIE SEDAAP

ABSTRAKSI

Penelitian ini membahas bagaimana citra merek, dan periklanan, mempengaruhi keputusan pembelian mie Sedaap. Yang selanjutnya untuk mengetahui pengaruh yang terjadi antara citra merek terhadap keputusan pembelian, periklanan terhadap keputusan pembelian, serta citra merek, dan periklanan keputusan pembelian. Data diperoleh melalui survey di Jakarta Barat dengan menyebarkan kuesioner kepada koresponden dengan usia 20 - 35 tahun sebanyak 100 orang. Teknik pengambilan sampling menggunakan teknik *convenience sampling*. Sedangkan alat analisis menggunakan analisa regresi linear berganda. Dalam penelitian ini diketahui bahwa citra merek dan periklanan berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : Citra Merek, Periklanan, dan Keputusan Pembelian



UNIVERSITAS
MERCU BUANA