

ABSTRAK

Qoni Atul Lail, NPM : 71210312050., Pengaruh *Word of Mouth* dan Citra Merek Terhadap Keputusan Pembelian Studi Pada Mahasiswa FEB UISU, di bimbing oleh Dr. T Ahmad Helmi, S.E., M.Si Sebagai Pembimbing I dan Syafrizal, S.E., M.M Sebagai Pembimbing II, Skripsi 2025

Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth* dan citra merek terhadap keputusan pembelian pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara (FEB UISU). Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang dipilih secara purposive sampling. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, analisis regresi linear berganda, serta uji hipotesis (uji t dan uji F). Hasil penelitian menunjukkan bahwa *word of mouth* tidak berpengaruh signifikan terhadap keputusan pembelian, citra merek yang memiliki pengaruh signifikan terhadap keputusan pembelian. Secara simultan, variabel *word of mouth* dan citra merek berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan uji determinasi *word of mouth* dan citra merek memberikan kontribusi penentu atau dapat menjelaskan terhadap keputusan pembelian.

Kata kunci: *Word of Mouth*, Citra Merek, Keputusan Pembelian

ABSTRACT

Qoni Atul Lail, NPM: 71210312050., The Influence of Word of Mouth and Brand Image on Purchasing Decisions Study on FEB UISU Students, supervised by Dr. T Ahmad Helmi, S.E., M.Si as Supervisor I and Syafrizal, S.E., M.M as Supervisor II, Thesis 2025.

This study aims to determine the influence of word of mouth and brand image on purchase decisions among students of the Faculty of Economics and Business at the Islamic University of North Sumatra (FEB UISU). The research method used is a quantitative approach with descriptive and verification techniques. Data were collected through questionnaires distributed to respondents selected using purposive sampling. Data analysis techniques include validity and reliability tests, multiple linear regression analysis, and hypothesis testing (t-test and F-test). The results show that word of mouth does not have a significant influence on purchase decisions, while brand image has a significant influence on purchase decisions. Simultaneously, word of mouth and brand image have a significant influence on purchase decisions. Based on the coefficient of determination test, word of mouth and brand image contribute to and explain the purchase decision variable..

Keywords: Word of Mouth, Brand Image, Purchasing Decision