

ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek, Kualitas Produk, Digital Marketing, dan Distribusi Terhadap Keputusan Pembelian Album Official Stray Kids” ini ditulis oleh Febriannisa Nuriel Ahya, NIM. 12405193120, pembimbing Lativa Hartiningtyas, M.Pd.

Terdapat banyak faktor dalam industri musik yang membuat sebuah album dapat diterima pendengar atau konsumen. Dengan banyaknya pesaing yang mengakibatkan album yang beredar semakin banyak dan beragam, perusahaan harus memperhatikan hal-hal yang dapat menarik konsumen untuk melakukan keputusan pembelian terhadap produknya.

Tujuan dari penelitian ini adalah untuk menguji (1) pengaruh citra merek terhadap keputusan pembelian album *official boyband* Stray Kids; (2) pengaruh kualitas produk terhadap keputusan pembelian album *official boyband* Stray Kids; (3) pengaruh *digital marketing* terhadap keputusan pembelian album *official boyband* Stray Kids; (4) pengaruh distribusi terhadap keputusan pembelian album *official boyband* Stray Kids; (5) pengaruh citra merek, kualitas produk, *digital marketing*, dan distribusi terhadap keputusan pembelian album *official boyband* Stray Kids

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik *simple random sampling* dalam pengambilan subjek penelitian. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 395 responden dengan menggunakan kuesioner sebagai metode pengumpulan data. Teknik analisis data yang digunakan dalam penelitian ini adalah uji kualitas data, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Berdasarkan pengujian hipotesis menggunakan uji t diketahui bahwa citra merek, kualitas produk, *digital marketing*, dan distribusi berpengaruh positif dan signifikan terhadap keputusan pembelian album *official* Stray Kids. Kemudian melalui uji F diketahui bahwa citra merek, kualitas produk, *digital marketing*, dan distribusi berpengaruh positif dan signifikan secara bersama-sama dalam keputusan pembelian album *official* Stray Kids.

Kata Kunci: Citra Merek, Kualitas Produk, Digital Marketing, Distribusi, dan Keputusan Pembelian

ABSTRACT

Thesis with the title "The Effect of Brand Image, Product Quality, Digital Marketing, and Distribution on Purchasing Decisions for Official Stray Kids Albums" is written by Febriannisa Nuriel Ahya, NIM. 12405193120, supervisor Lativa Hartiningtyas, M.Pd.

There are many factors in the music industri that make an album acceptable to listeners or consumers. With so many kompetitors that result in more and varied albums in circulation, companies must pay attention to things that can attract consumers to make purchasing decisions for their products.

The purpose of this study was to examine (1) the effect of brand image on purchasing decisions for official Stray Kids boy band albums; (2) the effect of product quality on purchasing decisions for official Stray Kids boy band albums; (3) the effect of digital marketing on purchasing decisions for official Stray Kids boy band albums; (4) the effect of distribution on purchasing decisions for official Stray Kids boy band albums; (5) the effect of brand image, product quality, digital marketing, and distribution on purchasing decisions for official Stray Kids boy band albums.

This study uses a quantitative approach using simple random sampling techniques in taking research subjects. The number of samples used in this study were 395 respondents using a questionnaire as a data collection method. The data analysis techniques used in this study are data quality test, classical assumption test, multiple linear regression test, hypothesis testing, and determination coefficient test.

Based on hypothesis testing using the t test, it is known that brand image, product quality, digital marketing, and distribution have a positive and significant effect on purchasing decisions for Stray Kids official albums. Then through the F test it is known that brand image, product quality, digital marketing, and distribution have a positive and significant effect together in the decision to purchase the official Stray Kids album.

Keywords: Brand Image, Product Quality, Digital Marketing, Distribution, and Purchasing Decision