

ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek, *Word Of Mouth*, Dan *Sosial Media Marketing* Terhadap Keputusan Pembelian Produk Es Teh Indonesia Cabang Tulungagung” ini ditulis oleh Lela Ayu Wardani NIM 12402193155, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, pembimbing Bu Citra Mulya Sari S.E.Sy, M.E.

Di era sekarang ini banyak berdiri industri *Food And Beverage (F&B)*, sehingga Es Teh Indonesia tertarik bersaing di Kabupaten Tulungagung. Perusahaan ini memiliki strategi pemasaran berupa lokasi strategis di pusat kota, serta produk ini mampu bersaing dengan harga yang bisa dijangkau, hal tersebut mampu menimbulkan keputusan pembelian konsumen. Adapun strategi pemasaran dalam meningkatkan keputusan pembelian juga dipengaruhi oleh beberapa faktor, seperti citra merek, *word of mouth* dan *social media marketing*.

Tujuan penelitian ini adalah (1) Menguji citra merek, *word of mouth*, dan *social media marketing* berpengaruh signifikan atau tidak terhadap keputusan pembelian produk Es Teh Indonesia cabang Tulungagung. (2) Menguji citra merek berpengaruh signifikan atau tidak terhadap keputusan pembelian produk Es Teh Indonesia cabang Tulungagung. (3) Menguji *word of mouth* berpengaruh signifikan atau tidak terhadap keputusan pembelian produk Es Teh Indonesia cabang Tulungagung. (4) Menguji *social media marketing* berpengaruh signifikan atau tidak terhadap keputusan pembelian produk Es Teh Indonesia cabang Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif jenis asosiatif. Sumber data penelitian berasal dari konsumen Es Teh Indonesia cabang Tulungagung melalui kuesioner *google form* berjumlah 96 responden dengan teknik *accidental sampling*. Teknik analisis data menggunakan uji validitas, uji reliabilitas, uji multikolinieritas, uji regresi linier berganda, uji kebaikan model, uji simultan, uji parsial, uji autokorelasi, uji heterokedastisitas dan uji normalitas dengan menggunakan SPSS 21.

Hasil dari penelitian menunjukkan bahwa: (1) Citra merek, *word of mouth*, dan *social media marketing* berpengaruh secara signifikan terhadap keputusan pembelian konsumen produk minuman Es Teh Indonesia cabang Tulungagung. (2) Citra merek berpengaruh secara signifikan terhadap keputusan pembelian konsumen produk minuman Es Teh Indonesia cabang Tulungagung. (3) *Word of mouth* tidak berpengaruh secara signifikan terhadap keputusan pembelian konsumen produk minuman Es Teh Indonesia cabang Tulungagung. (4) *Social media marketing* berpengaruh secara signifikan terhadap keputusan pembelian konsumen produk minuman Es Teh Indonesia cabang Tulungagung.

Kata Kunci: Citra Merek, *Word Of Mouth*, *Social Media Marketing*, Keputusan Pembelian

ABSTRACT

The thesis entitled "The Influence of Brand Image, Word Of Mouth, and Social Media Marketing on the Purchase Decision of Indonesian Ice Tea Products Tulungagung Branch" was written by Lela Ayu Wardani NIM 12402193155, Study Program of Sharia Economics, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, supervisor of Mrs. Citra Mulya Sari S.E.Sy, M.E.

In today's era, there are many Food And Beverage (F&B) industries established, so that Indonesian Iced Tea is interested in competing in Tulungagung Regency. This company has a marketing strategy in the form of a strategic location in the city center, and this product is able to compete with affordable prices, it is able to cause consumer purchasing decisions. The marketing strategy in improving purchasing decisions is also influenced by several factors, such as brand image, word of mouth and social media marketing.

The purpose of this study is (1) Testing brand image, word of mouth, and social media marketing have a significant or no effect on purchasing decisions for Indonesian Ice Tea products Tulungagung branch. (2) Testing brand image has a significant effect or not on the purchase decision of Indonesian Ice Tea products Tulungagung branch. (3) Testing whether word of mouth has a significant effect or not on the purchase decision of Indonesian Ice Tea products Tulungagung branch. (4) Testing social media marketing has a significant effect or not on the purchase decision of Indonesian Ice Tea products Tulungagung branch.

This study used a quantitative approach of associative type. The source of the research data came from consumers of Es Teh Indonesia Tulungagung branch through a google form questionnaire totaling 96 respondents with accidental sampling techniques. Data analysis techniques use validity tests, reliability tests, multicollinearity tests, multiple linear regression tests, model goodness tests, simultaneous tests, partial tests, autocorrelation tests, heterokedasticity tests and normality tests using SPSS 21.

The results of the study showed that: (1) Brand image, word of mouth, and social media marketing have a significant influence on consumer purchasing decisions of Indonesian Ice Tea beverage products Tulungagung branch. (2) Brand image has a significant influence on consumer purchasing decisions of Indonesian Ice Tea beverage products Tulungagung branch. (3) Word of mouth does not significantly affect consumer purchasing decisions of Indonesian Iced Tea beverage products Tulungagung branch. (4) Social media marketing has a significant influence on consumer purchasing decisions of Indonesian Ice Tea beverage products Tulungagung branch.

Keywords: *Brand Image, Word Of Mouth, Social Media Marketing, Purchase Decision*