INTISARI

Tujuan penelitian ini adalah untuk mengetahui hubungan antara hubungan brand image dengan keputusan pembelian. Penelitian ini dilakukan di konsumen D'Cost Seafood Outlet Margomulyo dengan jumlah populasi 200 orang, dari jumlah tersebut dipilih 40 responden sebagai sampel penelitian dengan menggunakan tehnik purposive sampling. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Untuk pengumpulan data menggunakan ,model skala likert, yaitu skala brand image dan skala keputusan pembelian. Skala brand image memiliki 27 aitem setelah uji coba dengan nilai reliabilitas 0,745, sedangkan skala memiliki 31 aitem valid setelah uji coba dengan reliabilitas 0,874, penghitungan validitas dan reliabilitas dengan bantuan program SPSS 16,0 Hasil penelitian ini diperoleh nilai korelasi (0,588) > r tabel 0,244 sehingga hipotesis alternatif (ha) diterima. yang artinya terdapat hubungan yang signifikan antara brand image dengan keputusan pembelian.

Kata Kunci: brand image, keputusan pembelian, D'cost seafood outlet Margomulyo

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ABSTRACT

The purpose of this research is to know the corrlation between brand image and the purchasing decision of *D'Cost Seafood Outlet Margomulyo. This research was done to D'Cost Seafood Outlet Margomulyo consumers by having 200 populations. This research takes 40 respondents as the research sample by using purposive sampling technique. This research uses quantitative approach by correlation method. It uses likert of scale model which is as a scale of brand image and scale of scale of purchasing decision to collect the data. Scale of brand image has 27 items after being tested by reliable score 0.745 whereas likert of scale model has 31 valid items after being tested by having reliability 0.874. The calculation of validity and reliability uses a program of SPSS v.16,0. The result of this research is by having the correlation score (0,588) > r table 0,244 with the result that alternative hypothesis (ha) is achieved. It means that there are significant correlation between brand image and the purchasing decision.*

Kata Kunci: brand image, keputusan pembelian, D'cost seafood outlet Margomulyo

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