

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh *Brand Image*, *Word Of Mouth*, dan Persepsi Harga Terhadap Keputusan Pembelian Kacang Gangsar di Surabaya. Teknik pengambilan sampel purposive sampling dengan sampel sebanyak 105 responden. Analisis data dapat disimpulkan bahwa pengaruh *Brand Image* terhadap keputusan pembelian memiliki t hitung sebesar 2,006 dengan nilai signifikan sebesar 0,047 ($0,047 < 0,05$). *Word Of Mouth* terhadap Keputusan Pembelian memiliki t hitung sebesar 3,883 dengan nilai signifikan sebesar 0,000 ($0,000 < 0,05$). Persepsi Harga terhadap Keputusan Pembelian memiliki t hitung sebesar 4,120 dengan nilai signifikan sebesar 0,000 ($0,000 < 0,05$) sehingga dapat ditarik kesimpulan bahwa *Brand Image*, *Word Of Mouth* dan Persepsi Harga memiliki pengaruh terhadap Keputusan Pembelian secara parsial. Uji f diketahui bahwa *Brand Image*, *Word Of Mouth*, dan Persepsi Harga secara simultan berpengaruh terhadap Keputusan Pembelian Kacang Gangsar di Surabaya.

Kata Kunci: *Brand Image*, *Word Of Mouth*, Persepsi Harga, Keputusan Pembelian.

ABSTACT

This study aims to determine and analyze the effect of Brand Image, Word Of Mouth, and Price Perception on Purchasing Decisions of Gangsar Beans in Surabaya. Sampling technique purposive sampling with a sample of 105 respondents. Data analysis can be concluded that the effect of Brand Image on purchasing decisions has a t count of 2.006 with a significant value of 0.047 ($0.047 < 0.05$). Word Of Mouth on Purchase Decisions has a t count of 3.883 with a significant value of 0.000 ($0.000 < 0.05$). Price Perception of Purchase Decisions has a t count of 4,120 with a significant value of 0.000 ($0.000 < 0.05$) so that it can be concluded that Brand Image, Word Of Mouth and Price Perception have partially influence Purchasing Decisions. The f test shows that Brand Image, Word Of Mouth, and Price Perception simultaneously affect the purchasing decision of Gangsar Nuts in Surabaya.

Keywords: Brand Image, Word Of Mouth, Price Perception, Purchase Decisions.