

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana *brand image*, *responsiveness*, dan *word of mouth* mempengaruhi keputusan pembelian minuman Es Teh Indonesia di Sidoarjo. Penelitian ini menggunakan metode penelitian kuantitatif. Dengan menggunakan teknik Accidental Sampling, informasi yang akan diuji menggunakan hasil dari kuesioner yang telah disebarakan kepada responden menggunakan skala likert. Uji instrumen, uji asumsi klasik, analisis regresi linier berganda, dan uji hipotesis digunakan sebagai teknik analisis. Hasil analisis yang didapatkan menunjukkan bahwa variabel *brand image*, *responsiveness*, dan *word of mouth* memiliki pengaruh terhadap keputusan pembelian dan setelah diuji hipotesis pada uji-t bahwa variabel *brand image* secara parsial berpengaruh signifikan terhadap keputusan pembelian, variabel *responsiveness* secara parsial berpengaruh signifikan terhadap keputusan pembelian, dan variabel *word of mouth* secara parsial berpengaruh signifikan terhadap keputusan pembelian, pada uji-F secara bersama-sama atau secara simultan variabel *brand image*, *responsiveness*, dan *word of mouth* berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: brand image, responsiveness, word of mouth dan keputusan pembelian.

ABSTRACT

The purpose of this research is to find out how brand image, responsiveness, and word of mouth influence the purchasing decisions of Es Teh Indonesia In Sidoarjo. This research uses quantitative research methods. By using the Accidental Sampling technique, the information to be tested uses the results from the questionnaire that has been distributed to respondents using a Likert scale. Instrument test, classical assumption test, multiple linear regression analysis, and hypothesis testing were used as analytical techniques. The results of the analysis show that brand image, responsiveness, and word of mouth variables have an influence on purchasing decisions and after testing the hypothesis on the t-test that brand image variables partially have a significant effect on purchasing decisions, responsiveness variables partially have a significant effect on purchasing decisions , and the word of mouth variable partially has a significant effect on purchasing decisions, in the F-test simultaneously or simultaneously the brand image, responsiveness, and word of mouth variables have a significant effect on purchasing decisions. So, it can be concluded that Brand Image, Responsiveness, and Word Of Mouth influence the decision to purchase Es Teh Indonesia in Sidoarjo.

Keywords: *brand image, responsiveness, word of mouth and purchasing decisions.*