

# **PENGARUH *WORD OF MOUTH* DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK WARDAH DI JOMBANG**

## **ABSTRAKSI**

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Penelitian ini bertujuan untuk menjelaskan pengaruh variabel *word of mouth* dan *brand image* terhadap keputusan pembelian kosmetik Wardah di Jombang. Jenis penelitian yang digunakan adalah penelitian eksplanasi (*eksplanatory research*) dengan pendekatan kuantitatif. Dengan menggunakan skala pengukuran Likert. Populasi yang digunakan dalam penelitian ini adalah seluruh konsumen yang membeli kosmetik Wardah di Jombang dengan sampel sejumlah 100 responden.

Penelitian ini melakukan pengujian hipotesis dengan menggunakan metode analisis Regresi Linier Berganda. Pengukuran uji validitas dan reliabilitas dilakukan dengan bantuan program SPSS. Hasil analisis menunjukkan bahwa ada pengaruh secara signifikan antara *word of mouth* dan *brand image* terhadap keputusan pembelian kosmetik Wardah di Jombang.

**Kata Kunci : *Word Of Mouth, Brand Image dan Keputusan Pembelian***

***THE EFFECT OF WORD OF MOUTH AND BRAND IMAGE ON THE  
DECISION OF PURCHASE OF WARDAH COSMETICS AT JOMBANG***

**ABSTRACT**

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This study aims to explain the influence of word of mouth variables and brand image on Wardah cosmetic purchasing decisions on Jombang. This type of research is explanatory research (explanatory research) with a quantitative approach. By using a Likert measurement scale. The population used in this study were all consumers who purchased Wardah cosmetics at Jombang with a sample of 100 respondents.

This study tests hypotheses using multiple linear regression analysis methods. The measurement of the validity and reliability tests was carried out with the help of the SPSS program. The results of the analysis show that there is a significant influence between word of mouth and brand image on the purchase decision of Wardah cosmetics at Jombang.

***Keywords: Word of Mouth, Brand Image and Purchase Decision***