

ABSTRAK

Perumusan masalah dalam penelitian ini adalah bagaimana pengaruh *Word of Mouth, Brand Image* dan Atribut Produk terhadap keputusan pembelian *Smartphone* Samsung. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh *Word of Mouth, Brand Image* dan Atribut Produk terhadap keputusan pembelian *Smartphone* Samsung secara parsial. Populasi dalam penelitian ini adalah Mahasiswa Fakultas Ekonomi Angkatan 2014-2015 Universitas Muhammadiyah Jember sebanyak 84 orang responden. Teknik pengambilan sampel menggunakan Accidental Sampling. Teknik pengumpulan data menggunakan wawancara, kuesioner dan studi pustaka. Analisis yang digunakan meliputi uji instrumen penelitian (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik (uji multikolinearitas, uji heteroskedastisitas dan uji normalitas) dan uji hipotesis (uji t, dan koefisien determinasi). Data diolah menggunakan IBM SPSS 20. Hasil analisis menggunakan regresi dapat diketahui bahwa variabel *Word of Mouth, Brand Image* dan Atribut Produk terhadap keputusan pembelian *Smartphone* Samsung.

Kata Kunci : *Word of Mouth, Brand Image*, Atribut Produk, Keputusan pembelian.

ABSTRACT

The formulation of the problem in this research is how the influence of Word of Mouth, Brand Image and Product Attribute to Samsung Smartphone purchase decision. The purpose of this research is to know and analyze the influence of Word of Mouth, Brand Image and Product Attribute to Samsung Smartphone purchasing decision partially. Population in this research is student of Faculty of Economics of Force 2014-2015 University of Muhammadiyah Jember counted 84 respondents. Sampling technique using Accidental Sampling. Data collection techniques used interviews, questionnaires and literature study. The analysis used included the test of the research instrument (test of validity and reliability test), multiple linear regression analysis, classical assumption test (multicollinearity test, heteroscedasticity test and normality test) and hypothesis test (t test, and coefficient of determination). Data is processed using IBM SPSS 20. The results of the analysis using regression can be seen that Word of Mouth variables, Brand Image and Product Attributes to Samsung Smartphone purchase decision ..

Keywords: Word of Mouth, Brand Image, Product Attribute, Purchase Decision.