

## **ABSTRAK**

Priscillia (01011170111)

### **ANALISIS PENGARUH MARKETING MIX DAN WORD OF MOUTH TERHADAP BRAND IMAGE DAN PURCHASE DECISION MELALUI GRAB FOOD DI JAKARTA**

(XIII + 68 halaman : 5 gambar, 39 tabel + lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh dari Marketing Mix dan Word of Mouth terhadap Brand Image dan Purchase Decision melalui Grab Food di Jakarta. Salah satu perusahaan yang berkembang di bidang transportasi secara online adalah Grab. Grab sendiri memiliki layanan online delivery food yang bernama Grab Food. Oleh karena itu, peneliti akan membahas tentang variabel apa saja yang mempengaruhi keputusan pembelian Grab Food. Pengumpulan data yang dilakukan menggunakan non - probability sampling dengan purposive sampling dimana responden merupakan individu yang sudah pernah membeli Grab Food di Jakarta dengan jumlah 381 responden. Data yang diperoleh diolah dengan perangkat lunak Smart PLS. Hasil dari penelitian menyatakan bahwa Marketing Mix, Word of Mouth memiliki pengaruh yang positif terhadap Brand Image dan Purchase Decision.

Referensi : 1991-2017

Kata Kunci : Bauran Pemasaran, Dari Mulut ke Mulut, Citra Merek, Keputusan Pembelian, Grab

## **ABSTRACT**

Priscilia (01011170111)

**ANALYSIS OF THE EFFECT OF MARKETING MIX AND WORD OF MOUTH ON BRAND IMAGE AND PURCHASE DECISION THROUGH GRAB FOOD IN JAKARTA**

(XIII + 68 pages: 5 pictures, 39 tables + attachments)

This study aims to determine the effect of Marketing Mix and Word of Mouth on Brand Image and Purchase Decision through Grab Food in Jakarta. One of the companies that is growing in the field of online transportation is Grab. Grab itself has an online food delivery service called Grab Food. Therefore, the researcher will discuss what variables affect the purchasing decision of Grab Food. Data collection was carried out using non-probability sampling with purposive sampling where respondents were individuals who had bought Grab Food in Jakarta with a total of 381 respondents. The data obtained were processed with Smart PLS software. The results of the study stated that Marketing Mix, Word of Mouth had a positive influence on Brand Image and Purchase Decision.

Reference : 1991- 2017

Keywords: Marketing Mix, Word of Mouth, Brand Image, Purchase Decision, Grab