

ABSTRACT

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THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND E-WOM ON CUSTOMERS BUYING DECISION AT PT ALEXA MEDIKA, MEDAN

(xvi + 146 pages; 7 figures; 56 tables; 8 appendixes)

Following COVID-19, due to the obvious abundance of medical suppliers in the market, business owners are being forced to place a greater emphasis to the business. The purpose of this study is to determine whether customers' buying decisions at PT Alexa Medika, Medan, are influenced by the company's brand image, quality of its products, and e-WOM.

If the company's brand image corresponds to the products quality and based on e-WOM, customers will make a purchase decision and other factors. The author used both causal and descriptive research methods for this study. Using the saturation sampling method on a population of 64, non-probability sampling is the sampling strategy used.

According to the research hypothesis, customers' buying decisions at PT Alexa Medika, Medan, have been partially and simultaneously influenced by brand image, product quality, and e-WOM. Additionally, 66.7% of customers' purchasing decisions are influenced by e-WOM, product quality, and brand image. The validity, normality, heteroscedasticity, multicollinearity, and multiple linear regression tests were all passed by this study.

A hypothesis test supported the validity of all three of the research's hypotheses. The study lasted 2 months, and the results will serve as a guide for the business to focus more on product quality, build a positive brand image, and encourage customers to use e-WOM when making purchases from the company.

Keywords: Brand Image, Product Quality, E-WOM, Customers Buying Decision, Medical Supplier Industry

References: 84 (2019-2023)

ABSTRACT

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***PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN
PEMASARAN VIRAL TERHADAP KEPUTUSAN PEMBELIAN
PELANGGAN PADA PT ALEXA MEDIKA, MEDAN***

(xvi + 146 halaman; 7 gambar; 56 tabel; 8 lampiran)

Menyusul COVID-19, karena banyaknya pemasok medis di pasar, pemilik bisnis terpaksa memberikan penekanan lebih besar pada bisnisnya. Tujuan penelitian ini untuk mengetahui apakah keputusan pembelian pelanggan di PT Alexa Medika Medan dipengaruhi oleh citra merek perusahaan, kualitas produk, dan e-WOM.

Jika citra merek perusahaan sesuai dengan kualitas produk dan berbasis e-WOM maka pelanggan akan mengambil keputusan pembelian dan faktor lainnya. Penulis menggunakan metode penelitian kausal dan deskriptif. Dengan menggunakan metode sampling jenuh pada populasi sebanyak 64 orang, maka non-probability sampling merupakan strategi pengambilan sampel yang digunakan.

Berdasarkan hipotesis penelitian, keputusan pembelian pelanggan pada PT Alexa Medika Medan secara parsial dan simultan dipengaruhi oleh citra merek, kualitas produk, dan e-WOM. Selain itu, 66,7% keputusan pembelian pelanggan dipengaruhi oleh e-WOM, kualitas produk, dan citra merek. Uji validitas, normalitas, heteroskedastisitas, multikolinearitas, dan regresi linier berganda semuanya lolos dalam penelitian ini.

Uji hipotesis mendukung validitas ketiga hipotesis penelitian. Penelitian berlangsung selama 2 bulan, dan hasilnya akan menjadi panduan bagi pelaku bisnis untuk lebih fokus pada kualitas produk, membangun citra merek yang positif, dan mendorong pelanggan untuk menggunakan e-WOM saat melakukan pembelian dari perusahaan.

Kata Kunci: Citra Merek, Kualitas Produk, E-WOM, Keputusan Pembelian Pelanggan, Industri Pemasok Alat

Referensi: 84 (2019-2023)