

ABSTRAK

Annisa Nyak Lestari, NIM 7203560002. “Pengaruh Brand Community dan Brand Image Terhadap Keputusan Pembelian Kosmetik Emina di Kota Medan”. Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan 2025.

Penelitian ini dilakukan dengan tujuan untuk mengetahui Pengaruh *Brand Community* dan *Brand Image* Terhadap Keputusan Pembelian Konsumen Kosmetik Emina di Kota Medan. Penelitian ini menggunakan metode penelitian deskriptif dan bersifat kuantitatif, populasi dalam penelitian ini berjumlah 80 peserta di libatkan dalam penelitian ini. Teknik pengambilan sampel pada penelitian ini, yaitu dengan menggunakan *Purposive sampling* dan diperoleh sebanyak 30 sampel. Teknik pengumpulan data menggunakan kuesioner sebagai alat ukur, lalu diuji validitas dan reliabilitasnya. Kemudian uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinieritas, uji heteroskedasitas, uji autokorelasi, dan analisis regresi linier berganda (RBL). Setelah itu uji hipotesis yang terdiri dari uji parsial (uji t). Data diolah menggunakan program SPSS versi 25. Hasil analisis dalam penelitian ini menunjukkan bahwa *Brand Community* dan *Brand Image* berpengaruh signifikan terhadap keputusan pembelian konsumen pada kosmetik Emina di Kota Medan. Selain itu, *Brand Community* dan *Brand Image* berpengaruh signifikan secara simultan terhadap keputusan pembelian konsumen pada kosmetik Emina di Kota Medan.

Kata Kunci : *Brand Community*, *Brand Image*, Keputusan Pembelian.



ABSTRACT

Annisa Nyak Lestari, NIM 7203560002. “The Influence of Brand Community and Brand Image on Purchasing Decisions for Emina Cosmetics in the City of Medan”. Department of Management, Faculty of Economics, Medan State university 2025.

This research was conducted with the aim of determining the influence of brand community and brand image on consumer purchasing decisions for Emina cosmetics in Medan City. This research uses descriptive and quantitative research methods. The population in this research was 80 participants involved in this research. The sampling technique in this research was purposive sampling and 30 samples were obtained. The data collection technique uses a questionnaire as a measuring tool, then its validity and reliability are tested. Then the classical assumption test consists of normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, and multiple linear regression analysis (RBL). After that, test the hypothesis which consists of a partial test (t test). The data was processed using the SPSS version 25 program. The results of the analysis in this research show that Brand Community and Brand Image have a significant influence on consumer purchasing decisions for Emina cosmetics in Medan City. Apart from that, Brand Community and Brand Image simultaneously have a significant influence on consumer purchasing decisions for Emina cosmetics in Medan City.

Keywords : Brand Community, Brand Image, Purchasing Decisions.

