

ABSTRAK

LISA ARDIYANTI, NIM 7103210033, Pengaruh *Word Of Mouth* Dan Iklan Terhadap Keputusan Pembelian *Smartphone Android* (Studi Kasus Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Stambuk 2010-2013)

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *word of mouth* dan iklan terhadap probabilitas keputusan pembelian *smartphone android* secara parsial (Studi Kasus Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Stambuk 2010-2013). Penelitian ini di laksanakan di Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Stambuk 2010-2013. Dengan populasi 380 orang, dan 136 yang dijadikan sampel.

Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan angket (kuisisioner) yang diolah secara statistik dengan bantuan SPSS 17, regresi logistik. Dari hasil uji regresi logistik di peroleh $\ln P/1-P = -5.514 + 1.034X_{1i} + 1.069X_{2i}$. Dari hasil pembacaan $\text{Exp}(B)$ artinya setiap kenaikan satu satuan *word of mouth* maka peluang kenaikan keputusan pembelian sebesar 0,966 kali lipat. Jika setiap kenaikan satu satuan iklan maka peluang kenaikan keputusan pembelian sebesar 1,071.

Kesimpulan yang bisa ditarik dari hasil analisis pada mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Stambuk 2010-2013 adalah bahwa *word of mouth* dan iklan berpengaruh terhadap keputusan pembelian *smartphone android*.

Kata kunci : *word of mouth* (X1), iklan (X2), dan keputusan pembelian (Y)

ABSTRACT

LISA ARDIYANTI , NIM 7103210033 , Effect of Word Of Mouth And Purchase Decree of the Ad Against Android Smartphone (Case Study On Student Management Department, Faculty of Economics, University of Medan Stambuk 2010-2013).

This study aims to identify and explain the effect of word of mouth and advertising on purchase decisions simultaneously android smartphone , partial and logistic regression (Case Study On Student Management Department, Faculty of Economics, University of Medan Stambuk 2010-2013) . This study was carried out in the Department of Management at the Faculty of Economics, University of Medan Stambuk 2010-2013 . With a population of 380 people, and samples of 136 people.

Research collection techniques in this study was done by distributing questionnaires(questionnaires) were statistically processed with SPSS 17 , using logistic regression. From the results of logistic regression was obtained $\ln P/1-P = -5514 + 1034 + 1069 X_{1i} X_{2i}$. From the readings $\text{Exp} (B)$ means that each increase of one unit of word of mouth, then the odds increase in purchase decisions by 0.966 times . If every increase of one unit of advertising opportunities rising feed purchasing decisions of 1,071. The conclusion that can be drawn from the analysis of the students of the Faculty of Management Department of Economics University of Medan Stambuk 2010-2013 is that word of mouth and advertising influence on purchase decisions android smartphone .

Keywords : word of mouth (X1) , advertisements (X2) , and the purchase decision (Y)