

ABSTRAK

Marsela Natalie Hutapea, NIM 7223510014. “Pengaruh *Word of Mouth* dan Citra Merek Terhadap Keputusan Pembelian Produk Lulur Purbasari Pada Mahasiswa Jurusan Manajemen Universitas Negeri Medan”.

Penelitian ini bertujuan untuk menganalisis pengaruh *Word of Mouth* dan Citra Merek terhadap Keputusan Pembelian produk Lulur Purbasari pada mahasiswa Jurusan Manajemen Universitas Negeri Medan. Studi ini didasari oleh fenomena penurunan *Top Brand Index* Lulur Purbasari di tengah ketatnya persaingan industri perawatan tubuh yang kompetitif dalam promosi dan inovasi.

Menggunakan jenis penelitian kuantitatif dengan pendekatan asosiatif, penelitian ini mengambil populasi mahasiswa Jurusan Manajemen angkatan 2022 hingga 2025 yang memiliki pengalaman menggunakan produk terkait. Sampel ditetapkan sebanyak 91 responden melalui teknik *purposive sampling*, dengan instrumen pengumpulan data berupa kuesioner yang telah tervalidasi dan reliabel. Metode analisis yang diterapkan meliputi regresi linear berganda, uji asumsi klasik, uji t, uji F, serta koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa secara simultan, *Word of Mouth* dan Citra Merek berpengaruh signifikan terhadap keputusan pembelian, yang dibuktikan dengan nilai F_{hitung} (29,532) > F_{tabel} (3,10) serta nilai signifikansi ($0,000 < 0,05$). Berdasarkan uji koefisien determinasi (R^2), variabel independen berkontribusi sebesar 38,8% terhadap keputusan pembelian, sedangkan sisanya sebesar 61,2% dipengaruhi oleh variabel lain di luar model penelitian ini.

Kata Kunci: *Word of Mouth*, Citra Merek, Keputusan Pembelian.

ABSTRACT

Marsela Natalie Hutapea, Student ID 7223510014. “The Effect of Word of Mouth and Brand Image on Purchasing Decisions of Purbasari Body Scrub Products Among Management Department Students at Medan State University”.

This study aims to analyze the influence of Word of Mouth and Brand Image on the Purchase Decision of Purbasari Body Scrub products among Management Department students at the State University of Medan. The research is motivated by the decline in the Top Brand Index of Purbasari Body Scrub and intense competition within the personal care industry, particularly regarding aggressive promotional activities and innovation from competitors. This research is quantitative with an associative approach. The population consists of Management Department students from the 2022, 2023, 2024, and 2025 cohorts who have purchased and used Purbasari Body Scrub products. Using a purposive sampling technique, a sample of 91 respondents was selected. Data were collected via questionnaires that had been tested for validity and reliability. The data analysis techniques employed include multiple linear regression, classical assumption tests, t-test, F-test, and the coefficient of determination (R^2). The results of the F- test indicate that Word of Mouth and Brand Image simultaneously exert a significant influence on Purchase Decisions, as evidenced by an *Fhitung* value of $29.532 > F_{tabel} 3.10$ and a significance level of $0.000 < 0.05$, leading to the rejection of H_0 and acceptance of H_1 . Based on the Coefficient of Determination (R^2), Word of Mouth and Brand Image contribute 38.8% to Purchase Decisions, while the remaining 61.2% is influenced by other variables not included in this study.

Keywords: Word of Mouth, Brand Image, Purchase Decision