

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek terhadap *word of mouth* dan keputusan pembelian pada nimco royal store di yogyakarta menggunakan 150 sampel dengan metode pengambilan sampel *nonprobability sampling* dan menggunakan teknik *convenience sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modelling* (SEM) dengan menggunakan program AMOS Versi 22.0.

Berdasarkan analisis yang telah dilakukan, diperoleh hasil bahwa citra merek berpengaruh positif signifikan terhadap *word of mouth*. Sedangkan variabel *word of mouth* berpengaruh positif signifikan terhadap keputusan pembelian. Hasil analisis variabel citra merek menunjukkan hasil positif signifikan terhadap keputusan pembelian. Dan uji pengaruh citra merek menunjukkan adanya pengaruh positif signifikan terhadap keputusan pembelian melalui *word of mouth*.

Kata Kunci : citra merek, *word of mouth*, keputusan pembelian

ABSTRACT

This research is purposed to analyse the influence if brand image towards the words of mouth and the purchase decision at Nimco Royal Store in Yogyakarta. This research uses

150 samples that apply nonprobability sampling method and convenience sampling technique. The researcher uses Structural Equation Modelling (SEM) by AMOS version 22.0 to analyse the research.

Based on the analysis that has been done, it results that brand image has positive influence towards the word of mouth. Meanwhile, variable of word of mouth has positive influence towards the purchase decision significantly. The analysis result of the brand image variable also has the positive result toward the purchase decision significantly. In additon, the influence of brand image has positive influence towards the purchase decision through the word of mouth significantly.

Keywords: *brand image, word of mouth, purchase decision.*