

ABSTRAK

Seiring dengan perkembangan jaman dan semakin meningkatnya kebutuhan alat komunikasi membawa angin segar bagi perusahaan elektronik terutama di bidang gadget yakni tablet pc, yang mana sangat dibutuhkan oleh banyak konsumen, selain harganya yang terjangkau dan mudah pemakaiannya. Pertumbuhan konsumen meningkat luar biasa. Di tengah-tengah persaingan yang begitu tajam akibat banyaknya merek pendatang baru, tablet pc Apple merupakan perusahaan pertama yang menciptakan tablet pc dan sudah lama dipasarkan di pasar elektronik di Indonesia. Namun perusahaan Samsung tidak mau kalah bersaing dan akhirnya muncul persaingan pasar.

Data yang digunakan adalah data primer yang berupa kuesioner yang disebar ke konsumen yang menggunakan tablet pc dengan merek Apple dan Samsung di wilayah Semarang sebanyak 100 responden. Variabel-variabel yang digunakan yaitu : variabel independen berupa *word of mouth*, nilai pelanggan, citra merek, dan kualitas produk, sedangkan variabel dependen berupa keputusan pembelian.

Data-data yang telah memenuhi uji validitas, uji reliabilitas dan uji asumsi klasik diolah sehingga menghasilkan persamaan regresi sebagai berikut:

$$Y = 0.338 X1 + 0.253 X2 + 0.100 X3 + 0.338 X4$$

Dimana, variabel *word of mouth* (X1), nilai pelanggan (X2), citra merek (X3), dan kualitas produk (X4) mempunyai pengaruh positif yang berarti bahwa peningkatan terhadap persepsi mengenai *word of mouth*, nilai pelanggan, citra merek dan kualitas produk dapat berpotensi meningkatkan keputusan pembelian (Y).

Kata kunci : Keputusan Pembelian, Word Of Mouth, Nilai Pelanggan, Citra Merek, dan Kualitas Produk.

ABSTRACT

Along with the changing times and the ever increasing need for communication tools brings fresh wind for companies especially in the field of electronic gadgets the tablet pc, which is desperately needed by many consumers, in addition to the price that is affordable and easy to use. Increased consumer growth is incredible. Amidst intense competition due to the large number of brands so sharp newcomer, Apple's tablet pc is the first company that creates a tablet pc and have long been marketed in the electronics market in Indonesia. However the company Samsung doesn't want to compete and eventually emerged market competition.

The Data used are the primary data in the form of a questionnaire which was distributed to consumers who use tablet PCs with Apple and Samsung brand in the area of Semarang by as much as 100 respondents. The variables used are: independent variable in the form of word of mouth, customer value, brand image, and the quality of the product, while the dependent variable in the form of purchasing decisions.

Data that have met the test of validity, reliability test and test the assumptions of classical regression equation to produce processed as follows:

$$Y = 0.338 X1 + 0.253 X2 + 0.100 X3 + 0.338 X4$$

Where the variable, word of mouth (X 1), customer rating (X 2), brand image (X 3), and the quality of the product (X 4) has a positive effect which means that an increase in the perception of word of mouth, customer value, product quality and brand image can potentially increase the purchasing decisions (Y).

Keyword: purchasing decisions, Word Of Mouth, Customer Value, brand image, and product quality