

ABSTRAK

Di tengah situasi pandemi yang tidak pasti ini mengharuskan masyarakat untuk selalu menjaga kesehatan dan menjaga imunitas tubuh, salah satu cara yang dapat dilakukan dengan mengkonsumsi susu. Maka penelitian ini dilakukan untuk mengetahui adakah pengaruh dari iklan dan *brand image* terhadap sebuah keputusan pembelian pada susu *Bear Brand* di masa pandemi.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis data regresi linier berganda. Teknik pengambilan sampel yang digunakan dalam penelitian ini ialah *purposive sampling* dengan jumlah koresponden sebanyak 96 sampel. Teknik pengumpulan data primer dalam penelitian ini dengan menyebarkan kuesioner dalam bentuk *google form*. Penulis menggunakan aplikasi SPSS Versi 25.0 sebagai alat hitung.

Hasil penelitian menunjukkan bahwa iklan berpengaruh positif namun tidak signifikan terhadap keputusan pembelian susu *Bear Brand* di masa pandemi, sedangkan *brand image* memiliki pengaruh positif yang signifikan terhadap keputusan pembelian susu *Bear Brand* di masa pandemi.

Kata kunci : iklan, *brand image*, keputusan pembelian

ABSTRACT

During the pandemic, from this uncertain situation, the public had to be aware of taking care of their health and maintaining their body immune. One of the ways was by consuming milk. Therefore, this research aimed to find out the effect of advertising and brand image on the purchasing decisions of Bear Brand milk during the pandemic.

The research was quantitative. Moreover, the data analysis technique used multiple linear regression. Furthermore, the data collection technique used purposive sampling with 96 respondents as the sample. Additionally, the data were primary with questionnaires as the instrument. The questionnaires were distributed to the respondents through Google Forms. Meanwhile, the counted instrument used SPSS 25.

The result concluded that advertising had a positive but insignificant effect on the purchasing decisions of Bear Brand milk during the pandemic. However, the brand image had a significantly positive effect on the purchasing decisions of Bear Brand milk during the pandemic.

Keywords: Advertising, Brand Image, Purchasing Decisions

I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 6/9/22

M. Faisy, S.Pd., M.Pd

STIESIA Language Center
Mare Pupungan 30 Surabaya 60118, Indonesia