

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *buzz marketing*, harga dan lokasi terhadap keputusan pembelian dengan citra merek sebagai variabel intervening. Sampel penelitian ini yaitu 100 orang pelanggan UMKM Ikan Bilih Ramondo. Metode analisis yang digunakan adalah, uji validitas, reliabilitas, asumsi klasik dan regresi linier berganda.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh : (a) Tidak terdapat pengaruh positif signifikan secara parsial antara *buzz marketing* terhadap citra merek. (b) Terdapat pengaruh positif signifikan secara parsial antara harga terhadap citra merek. (c) Terdapat pengaruh positif signifikan secara parsial antara lokasi terhadap citra merek. (d) Terdapat pengaruh positif signifikan secara parsial antara *buzz marketing* terhadap keputusan pembelian. (e) Terdapat pengaruh positif signifikan secara parsial antara harga terhadap keputusan pembelian. (f) Terdapat pengaruh positif signifikan secara parsial antara lokasi terhadap keputusan pembelian. (g) Terdapat pengaruh positif signifikan secara parsial antara citra merek terhadap keputusan pembelian. (h) Tidak terdapat pengaruh positif signifikan antara *buzz marketing* terhadap keputusan pembelian yang dimediasi oleh citra merek. (i) Tidak terdapat pengaruh positif signifikan antara harga terhadap keputusan pembelian yang dimediasi oleh citra merek. (j) Tidak terdapat pengaruh positif signifikan antara lokasi terhadap keputusan pembelian yang dimediasi oleh citra merek. Hasil koefisien determinasi yaitu sebesar 12,1%, artinya sumbangan variabel *buzz marketing*, harga dan lokasi terhadap variabel citra merek sebesar 12,1 sedangkan sisanya sebesar 87,9% dipengaruhi variabel lain, sedangkan sumbangan variabel *buzz marketing*, harga, lokasi dan citra merek terhadap variabel keputusan pembelian sebesar 63,6%, sedangkan sisanya sebesar 36,4% dipengaruhi oleh variabel lain

Akhirnya penulis menyarankan agar melakukan marketing yang lebih agresif, sehingga produk Ikan Bilih Remondo lebih banyak di kenal masyarakat, tidak hanya di Danau Singkarak, tetapi kota dan wilayah lainnya.

Kata Kunci : Keputusan Pembelian, Citra Merek, *Buzz Marketing*, Harga, Lokasi

ABSTRACT

This study aims to determine how much influence buzz marketing, price and location have on purchasing decisions with brand image as the intervening variable. The sample of this research is 100 customers of UMKM Ikan Bilih Ramondo. The analytical methods used are validity, reliability, classical assumptions and multiple linear regression.

The results obtained based on the partial test (t test) obtained: (a) There is no significant positive effect partially between buzz marketing on brand image. (b) There is a partially significant positive effect between price on brand image. (c) There is a partially significant positive effect between location on brand image. (d) There is a partially significant positive effect between buzz marketing on purchasing decisions. (e) There is a partially significant positive effect between price on purchasing decisions. (f) There is a partially significant positive effect between locations on purchasing decisions. (g) There is a partially significant positive effect between brand image on purchasing decisions. (h) There is no significant positive effect between buzz marketing on purchasing decisions mediated by brand image. (i) There is no significant positive effect between price on purchasing decisions mediated by brand image. (j) There is no significant positive effect between location on purchasing decisions mediated by brand image. The result of the coefficient of determination is 12.1%, meaning that the contribution of the buzz marketing variable, price and location to the brand image variable is 12.1% while the remaining 87.9% is influenced by other variables, while the contribution of the buzz marketing variable, price, location and brand image on the purchasing decision variable of 63.6%, while the remaining 36.4% is influenced by other variables.

Finally, the author suggests that marketing is more aggressive, so that Ikan Bilih Remondo products are more widely known by the public, not only in Singkarak Lake, but in other cities and regions.

Keywords: Purchase Decision, Brand Image, Buzz Marketing, Price, Location