

## **ABSTRAK**

### **Chairilinisyah Wuri Handayani (02141711087). Pengaruh *Brand Image* dan *Brand Awareness* Terhadap Keputusan Pembelian Coklat Batang Merek Silverqueen di Kota Ternate (Studi pada masyarakat di Kota Ternate).**

Tujuan penelitian ini adalah : (1) Ingin mengetahui Apakah brand image berpengaruh terhadap keputusan pembelian coklat batangan merek Silverqueen di Kota Ternate (2) Ingin mengetahui Apakah *brand Awareness* berpengaruh terhadap keputusan pembelian coklat batangan merek Silverqueen di Kota Ternate (3) Ingin mengetahui Apakah brand image dan *brand Awareness* terhadap keputusan pembelian coklat batangan merek Silverqueen di Kota Ternate. Jumlah sampel penelitian adalah sebanyak 110 orang yang pada coklat batang merek silverqueendi Kota Ternate. Analisis datanya menggunakan uji asumsi klasik, uji normalitas, uji heteroskedastisitas, uji validitas uji realibilitas, dengan bantuan program SPSS 16.0.

Hasil dari penelitian ini menunjukkan bahwa: (1) *Brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk merek coklat batang silverqueen (2) *Brand Awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk merek coklat batang silverqueen (3) *Brand image* dan *brand awareness* secara silmutan berpengaruh positif signifikan terhadap keputusan pembelian pada produk merek silverqueen di kota ternate.

Kata Kunci: *Brand image*, *brand awareness*, dan keputusan pembelian.

## **ABSTRACT**

**Chairilinisyah Wuri Handayani (02141711087). The Influence of Brand Image and Brand Awareness on Purchasing Decisions of Silverqueen Chocolate Bar in Ternate City (Study on the community in Ternate City).**

*The objectives of this research are: (1) Want to know whether brand image affects the buying decision of Silverqueen chocolate bars in Ternate City (2) Want to know whether brand awareness affects the buying decision for Silverqueen chocolate bars in Ternate City (3) Want to know whether the brand image and brand Awareness of the decision to purchase Silverqueen chocolate bars in Ternate City. The number of samples in the study were 110 people who were on the siverqueen chocolate bar in Ternate City. The data analysis used classical assumption test, normality test, heteroscedasticity test, validity test, reliability test, with the help of the SPSS 16.0 program.*

*The results of this study indicate that: (1) Brand image has a positive and significant effect on purchasing decisions on Silverqueen chocolate bar brand products (2) Brand Awareness has a positive and significant effect on purchasing decisions on Silverqueen chocolate bar brand products (3) Brand image and awareness silmutaneously has a significant positive effect on purchasing decisions on silverqueen brand products in the city of Ternate.*

*Keywords: Brand image, brand awareness, and purchase decisions.*