

ABSTRAK

Ilham, 2024. Pengaruh Promosi Terhadap Citra Perusahaan dan Keputusan Pembelian Perumahan Grand Sulawesi Makassar, dibimbing oleh Buyung Romadhoni dan Andi Mappatempo Badawi.

Penelitian kuantitatif ini bertujuan untuk menganalisis pengaruh kegiatan promosi, baik konvensional maupun daring, terhadap citra perusahaan dan keputusan pembelian. Data dikumpulkan melalui penyebaran kuesioner kepada 198 responden yang dipilih dengan teknik *accidental sampling*. Analisis data dilakukan menggunakan teknik analisis jalur (*path analysis*) dengan bantuan perangkat lunak AMOS 24.

Temuan penelitian mengungkapkan bahwa promosi konvensional berpengaruh positif dan signifikan dalam membentuk citra perusahaan dan mendorong keputusan pembelian. Sebaliknya, promosi daring tidak menunjukkan pengaruh yang signifikan terhadap kedua variabel tersebut. Di sisi lain, citra perusahaan terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji Sobel lebih lanjut mengonfirmasi bahwa citra perusahaan berperan sebagai variabel mediasi yang signifikan dalam hubungan antara promosi konvensional dan keputusan pembelian. Namun, peran mediasi yang sama tidak terbukti untuk pengaruh promosi daring.

Kata kunci: Promosi, Citra Perusahaan, dan Keputusan Pembelian

ABSTRACT

Ilham, 2024 The Influence of Promotion on Company Image and Purchasing Decisions for Grand Sulawesi Makassar. Supervised by Buyung Romadhoni and Andi Mappatempo Badawi.

This study aims to analyze the influence of promotion on company image and purchasing decisions. This type of research was quantitative research, data collection through distributing questionnaires with a sample size of 198 respondents and the sampling using accidental sampling. The analysis technique used to test the correlation between variables in this study was path analysis using the help of AMOS 24 software.

The results showed that promotion has a significant positive influence on company image, online promotion has an insignificant influence on company image, promotion has a significant positive influence on purchasing decisions, online promotion has an insignificant influence on purchasing decisions, and company image has a significant positive influence on purchasing decisions. From the results of the Sobel test, the findings show that company image can mediate the influence of promotion on purchasing decisions, which states that promotion has a significant positive influence on purchasing decisions. Online promotion has an insignificant influence on purchasing decisions through company image.

Keywords: *Promotion, Company Image, and Purchasing Decisions*

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