

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Pengaruh Persepsi Kualitas, *Word of Mouth*, dan *Brand Awareness* Terhadap Keputusan Pembelian Laptop 2nd di PT Indobismar Surabaya. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh kosumen yang membeli laptop 2nd di PT Indobismar Surabaya, yakni sebesar 545 Konsumen. Sampel yang diambil adalah 82 responden dengan tehnik *accidental sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa persepsi kualitas, *word of mouth* dan *brand awareness* secara parsial berpengaruh signifikan terhadap keputusan pembelian. Analisis koefisien determinasi menunjukkan bahwa 59,7 % Keputusan Pembelian dipengaruhi oleh persepsi kualitas, *word of mouth* , dan *brand awareness*.

Kata kunci: Persepsi kualitas, *word of mouth*, *brand awareness*, keputusan pembelian.

ABSTRACT

This study aims to analyze the influence of the influence of perceived quality, word of mouth, and brand awareness on the decision to buy the 2nd laptop at Indobismar PT Surabaya. This type of quantitative descriptive research with an explanatory research design. The population in this study were all consumers who bought the 2nd laptop at Indobismar PT Surabaya, namely 545 consumers. Samples taken were 82 respondents with accidental sampling technique. The analysis tool uses multiple linear regression. The results showed that perceived quality, word of mouth and brand awareness partially had a significant effect on purchasing decisions. Analysis of the coefficient of determination shows that 59.7% of purchasing decisions are influenced by perceived quality, word of mouth, and brand awareness.

Keywords: Perception of quality, word of mouth, brand awareness, purchasing decision.