

ABSTRAK

**PENGARUH BRAND AWARENESS DAN BRAND IMAGE TERHADAP
KEPUTUSAN PEMBELIAN SMARTPHONE SAMSUNG DI
YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand awareness* dan *brand image* terhadap keputusan pembelian *smartphone* Samsung di Yogyakarta, (2) pengaruh *brand awareness* terhadap keputusan pembelian *smartphone* Samsung di Yogyakarta, (3) *brand image* terhadap keputusan pembelian *smartphone* Samsung di Yogyakarta. Populasi dalam penelitian ini adalah masyarakat yang berdomisili di Yogyakarta yang menggunakan *smartphone* Samsung. Data diperoleh dengan membagikan kuesioner dan berhasil mengumpulkan data dari 100 responden dan penelitian dilakukan pada Maret 2025. Analisis data yang digunakan pada penelitian ini yaitu analisis regresi linear berganda dengan bantuan aplikasi *SPSS* versi 27. Hasil penelitian menunjukkan bahwa: (1) *brand awareness* secara parsial berpengaruh terhadap keputusan pembelian *smartphone* Samsung di Yogyakarta (2) *brand image* berpengaruh secara parsial terhadap keputusan pembelian *smartphone* Samsung di Yogyakarta, (3) *brand awareness* dan *brand image* secara simultan berpengaruh terhadap keputusan pembelian *smartphone* Samsung di Yogyakarta.

Kata kunci: *Brand Awareness, Brand Image, Keputusan Pembelian.*

ABSTRACT

**THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE ON
SAMSUNG SMARTPHONE PURCHASE DECISION
IN YOGYAKARTA**

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This study aims to find out: (1) the influence of brand awareness and brand image on the purchase decision of Samsung smartphones in Yogyakarta, (2) the influence of brand awareness on the purchase decision of Samsung smartphones in Yogyakarta, (3) brand image on the purchase decision of Samsung smartphones in Yogyakarta. The population of this study is people who live in Yogyakarta who use Samsung smartphones. Data was obtained by distributing questionnaires and successfully collecting data from 100 respondents and the research was conducted in March 2025. The data analysis used in this study is multiple linear regression analysis with the help of SPSS version 27 application. The results of the study show that: (1) brand awareness has a partial effect on the purchase decision of Samsung smartphones in Yogyakarta, (2) brand image has a partial effect on the purchase decision of Samsung smartphones in Yogyakarta, (3) brand awareness and brand image simultaneously have a significant effect on the purchase decision of Samsung smartphones in Yogyakarta.

Keywords: Brand Awareness, Brand Image, Purchase Decision.