ABSTRAK

Dari sekian banyak bidang industri yang memasarkan produknya di Instagram,*fashion automotive* yang cukup diminati oleh para penghobi roda dua yakni Prostreet. Prostreet merupakan salah satu produsen *fashion automotive* dari Bandung , Jawa Barat yang mengandalkan media sosial sebagai wadah untuk mempromosikan juga mengenalkan produk yang dimilikinya. Prostreet sangat memperhatikan pembentukan citra mereknya agar bisa tepat sasaran sesuai segmentasi pasar. Tujuan penelitian ini adalah untuk mengukur *Brand Image* Prostreet di Instagram, keputusan pembelian konsumen pada *followers* akun Instagram @prostreetid, dan seberapa besar pengaruh *Brand Image* Instagram @prostreetid terhadap keputusan pembelian khususnya *followers* @prostreetid. Menggunakan teori *Brand Image* yang memiliki dimensi *favorability of brand association, strength of brand association, uniqueness of brand association.* Serta teori keputusan pembelian yang memiliki dimensi pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, perilaku pasca pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi sesuai kriteria pada penelitian ini sebanyak 378 dan sampel sebanyak 79 dengan menggunakan perhitungan Yamane dengan presisi 10%. Teknik pengumpulan data dengan menyebarkan kuisioner dengan format Google Form kepada 79 responden yang merupakan *followers* aktif akun Instagram @prostreetid. Data yang terkumpul diolah menggunakan SPSS ver.23. Hasil penelitian ini diketahui bahwa pengaruh variabel *Brand Image* Prostreet di Instagram (X) tergolong tinggi (setuju) dengan rata rata hasil 3,28 dan nilai rata rata 3,22 pada variable Keputusan Pembelian (Y). Hal ini dapat dilihat dari nilai R atau nilai koefisien relasi sebesar 0,723 yaitu diantara 0,60 – 0,799. Nilai R square dalam penelitian ini menunjukan angka 0,523. Angka ini dapat diartikan bahwa adanya pengaruh *Brand Image* Prostreet di Instagram terhadap Keputusan Pembelian sebesar 52,3% dengan persamaan regresi Y=16,531+0,912X.
Kata Kunci   : *Advertising*, Citra Merek, Keputusan Pembelian
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Pembimbing   : Velda Ardia, S.I. Kom., M.Si.

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THE INFLUENCE OF PROSTREET BRAND IMAGE ON INSTAGRAM ON PURCHASE DECISIONS (based on a survey on Instagram Account @prostreetid followers)
(+ 131 Pages + 4 Images + 59 Tables + Attachments)

ABSTRACT

Of the many industrial fields that market their products on Instagram, the automotive fashion that is quite popular of two-wheeled enthusiast is Prostreet. Prostreet is an automotive fashion manufacturer from Bandung, West Java, which relies on social media as a forum for promoting and introducing its products. Prostreet is very concerned about the formation of its brand image so it can be right on target according to market segmentation. The purpose of this study was to measure Prostreet's Brand Image on Instagram, consumer purchasing decisions on @prostreetid Instagram account followers, and how much influence Instagram @prostreetid Brand Image has on purchasing decisions, especially @prostreetid followers. Using Brand Image theory which has dimensions of favorability of brand association, strength of brand association, uniqueness of brand association. As well as purchasing decision theory which has dimensions of problem recognition, information search, evaluation of alternatives, purchasing decisions, post-purchase behavior. This study uses a quantitative approach to the survey method. The population according to the criteria in this study was 378 and the sample was 79 using Yamane calculations with a precision of 10%. The data collection technique was carried out by distributing a questionnaire with a G-form format to 79 respondents who are active followers of the @prostreetid Instagram account. The data collected was processed using SPSS version 23. The results of this study found that the influence of Prostreet Brand Image on Instagram variable (X) was high (agree) with an average result of 3.28 an average value of 3.22 on the Purchase Decision variable (Y) This can be seen from the R value or the relation coefficient value of 0.723, which is between 0.60 - 0.799. The value of R square in this study shows the number 0.523. This figure can be interpreted by the influence of the Instagram account @puriverabotanicals on Consumer Purchase Decisions of 52.3% with the regression equation $Y = 16{,}531 + 0.921X$.
Keywords   : Advertising, Brand Image, Purchase Decision
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