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**PENGARUH BRAND IMAGE, WORD OF MOUTH DAN REFERENCE GROUP TERHADAP PURCHASING DECISION PRODUK ROTIBOY DI KOTA PADANG**

*Skripsi oleh: Ahmad Fadhli;  
Pembimbing: Dian Rani Yolanda, SE., M.Bus*

**ABSTRACT**

*The aims of this research is to determine the influence of brand image, word of mouth and reference group on purchasing decision of Rotiboy product in Padang City. The type of this research is explanatory research. Sample in this research are 110 consumers of Rotiboy in Padang city who have been selected by using purposive sampling method. Analysis of the data was using descriptive quantitative analysis and data collected by using questionnaires with likert scale. The results of this research show that brand image, word of mouth and reference group have positive and significant impact on purchasing decision of Rotiboy product in Padang City.*

**Keywords: Brand Image, Word of Mouth, Reference Group, Purchasing Decision**

Skripsi telah dipertahankan di depan sidang penguji dan dinyatakan lulus pada tanggal **27 Juli 2016**.

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