

# PENGARUH PROMOSI VANS DI INDONESIA TERHADAP PEMBENTUKAN *BRAND IMAGE*

(Survey followers Instagram Vans Indonesia)

DANING WAHYU SEPTYANTO

## ABSTRAK

Latar belakang penelitian ini didasarkan adanya pengaruh promosi yang merupakan salah satu faktor pendorong untuk pembentukan *brand image* produk Vans. Tujuan penelitian ini untuk mengetahui pengaruh promosi *Store* Vans di Indonesia Terhadap Pembentukan *Brand Image*. Dalam penelitian ini menggunakan pendekatan kuantitatif. Metode penelitian yang digunakan ialah survey. Teori yang di gunakan dalam penelitian ini SOR (*Stimulus Organisme Response*). Teknik penarikan sampel penelitian ini menggunakan *Sistem Random Sampling*. Teknik analisis pengaruh variable Y terhadap variable X menggunakan uji koefisien determinasi. Teknik pengujian data di proses menggunakan program SPSS (*Statistik Product and Service Solution*) versi 21 dan 23. Hasil dari penelitian ini menunjukkan bahwa korelasi dari variabel X dengan variabel Y sebesar 0.733 nilai tersebut memiliki hubungan yang “kuat” antara pengaruh promosi vans di indonesia variabel X terhadap variabel Y. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil dapat diketahui nilai korelasi ( $R$ ) = 0,733 dan nilai R square (yang merupakan penguadratan nilai korelasi ) yaitu  $0,537 = 53,7\%$  Maka dapat disimpulkan bahwa sebesar 53,7% *Brand Image* (Variabel Y) ditentukan oleh Promosi (Variabel X) dan sisanya 46,3%. Dengan demikian perhitungan t hitung > t tabel yaitu  $10,669 > 1,661$ , maka dapat disimpulkan  $H_0$  ditolak dan  $H_a$  diterima yang berarti terdapat pengaruh promosi Vans di Indonesia terhadap pembentukan *Brand Image*.

**Kata kunci :** Promosi, Media Sosial, Instagram, *Brand Image*.

# **INFLUENCE OF PROMOTIONAL VANS IN INDONESIA AGAINST THE FORMATION OF BRAND IMAGE**

*(Survey followers Instagram Vans Indonesia)*

**DANING WAHYU SEPTYANTO**

## **ABSTRACT**

*The background of this research based existence influence promotion which is one of the driving factors for the formation of the Vans product brand image. The purpose of the study is to know the influence of Store promotions Vans in Indonesia Against the formation of Brand Image. In this study using a quantitative approach. The research method used is survey. The theory used in this SOR research (an organism's Response to a Stimulus). This research sample withdrawal techniques using Random Sampling System. The technique analysis of the influence of variable Y against X variable using the coefficient determination test. The technique of testing data in a process use the program SPSS (Statistical Product and Service Solution) version of 21 and 23. The results of this research show that the correlation of the variable X with variable Y of the relationship value 0733 a "strong" between the influence the promotion of vans in indonesia against the variable X variable Y. Based on the results of the calculation of coefficient determination of the results obtained can be known the value of the correlation (R) = 0.733 and the value of R square (which is a penguadratan of the correlation value) = 0.537 53.7% then it can be inferred that amounted to 53.7% Brand Image (variable Y) is determined by the promotion (variable X) and the rest was 46.3%. Thus the calculations  $t$  calculate  $> t$  table i.e.  $10.669 > 1.661$ , then it can be inferred  $H_0$  is rejected and accepted means of  $H_a$  influence promotion Vans in Indonesia against the formation of Brand Image.*

**Keywords:** *promotion, Social Media, Instagram, Brand Image.*