

ABSTRACT

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INFLUENCE OF BRANDING AND PRICE TOWARD CUSTOMER PURCHASE INTENTION AT D'HERITAGE RESTAURANT MEDAN

(xiii+69 pages; 5 figures; 38 tables; 5 appendixes)

The interest of customer can be caused by the desired to purchase product offered by company. This study was based on the phenomenon as the PR of the company confirm price and branding perception influence customer purchase intention at the restaurant. Hence, this study investigates where those one of the crucial key of succession at D'Heritage Restaurant. The purpose of this research was to identify the influence of price and branding perception towards customer purchase intention.

Price is as one of the conditions used by consumers in the perception process, where prices will influence consumer ratings of a product. Branding image is a representation of the overall perception of the brand and past experience of customer on the brand.

This quantitative descriptive research was conducted on 50 customers of D'Heritage Restaurant through purposive sampling. As the data were collected by valid and reliable questionnaire. Collected data were analysed by IBM SPSS version 23.

The result shows price perception regression coefficient (B1) is 0.083, t value is 0.384 and significant level of price perception value is 0.703 more than 5%. Branding perception regression coefficient (B2) is 0.580, t value 3.304 with sig. value 0.002. The result of coefficient of determination (R^2) is 0.326, it means 32,6% influence price & branding perceptions.

Branding perception was the only factor that has significant influence towards customer purchase intention at D'Heritage. As the results, it could improve by updating on social media and internet platform. While, the restaurant was expected focus on others factor which could increase customer purchase intention.

Keywords: Customer, purchase intention, price, branding, perception.

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