

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS TOWARD CUSTOMER PURCHASE DECISION AT KOSU

(xv+ 74 pages; 9 figures; 30 tables; 12 appendixes)

In the hospitality industry, there might be thousands of restaurants and cafés that are competing against each other, especially the restaurants and cafés that sell the same product. Brand is one of the main effects that can trigger people to purchase the product from specific brand. In this research, the writer is measuring on how much the Brand Awareness influences the Customer Purchase Decision at Kosu.

Brand awareness is the condition on how well the customers recognize a brand or the products they sell. This is one of the reasons why customers mostly purchase only from the brand they know from time to time.

This research is using the quantitative approach and the descriptive method. The population that will be used is all the customers who have ever visited and purchased from Kosu. The sampling method is the non-probability sampling with the type of accidental sampling and will be using 80 samples from the population for the calculation.

This research is using the T test which results in the t_{value} (5.828) is greater than the t_{table} (1.991) which means that there is influence of the brand awareness toward the customer purchase decision. In this research, the writer has calculated the validity test, reliability test, normality test, Heteroskedasticity test, linearity test, simple linear regression, coefficient of correlation and determination test.

From the calculation, it shows that Kosu is still less known in the society and the customers who have purchase from Kosu will be likely to share their experience in the social media where Kosu can make special beverage to attract the customer to try them.

Keyword: Brand Awareness, Customer Purchase Decision

References: 21 (2016-2021)

ABSTRAK

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PENGARUH KESADARAN MEREK TERHADAP KEPUTUSAN PEMBELI DI KOSU

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Dalam industri perhotelan ini, ada banyak restoran dan café yang secara tidak langsung bersaing antar satu sama lain, terutama yang menjual produk yang sama. Merek merupakan hal pertama yang memicu orang untuk membeli dari suatu merek tersebut. Dalam penelitian ini, penulis akan mengukur besar kesadaran merek tersebut terhadap keputusan pembelian di Kosu.

Kesadaran merek merupakan kondisi dimana orang tahu tentang produk yang suatu merek jual dan ini juga berpengaruh terhadap alasan pembeli selalu membeli dari merek yang sama terus menerus.

Dalam penelitian ini digunakan metode kuantitatif dan deskriptif dimana populasi yang digunakan adalah semua pembeli dari Kosu. Metode sampling yang digunakan adalah non-probability dan accidental dimana akan digunakan 80 sample dari semua populasi itu.

Penelitian ini menggunakan hipotesis test yaitu T test yang sudah dikalkulasi dan hasil dari t_{value} lebih besar daripada t_{table} . Peneliti juga sudah mengukur uji validitas, reliabilitas, normality, heteroscedasticity, linearitas, simple linear regresi, koefisien korelasi dan koefisien determinan.

Dalam perhitungan dalam penelitian ini, dapat dilihat bahwa Kosu masih kurang dikenal banyak orang dan pembeli yang pernah melakukan transaksi di Kosu akan membagi pengalaman mereka di sosial media dimana Kosu bisa menciptakan minuman special yang bisa menarik konsumen untuk mencobanya.

Kata kunci: Kesadaran Merek, Keputusan Pembeli

Referensi: 21 (2016-2021)