

ABSTRACT

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THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND BRAND IMAGE TOWARD CUSTOMER PURCHASE INTENTION THROUGH CONSUMER TRUST FOR LONG BAR PRODUCT FROM PT. UNION CONFECTIONERY, MEDAN

(xiii+186 pages; 18 figures; 43 tables; 5 appendixes)

Globalization has driven competition between the confectionery industries in Indonesia to become increasingly competitive. PT. Union Confectionery is a confectionery producer established in 1955 that becomes a pioneer in the Indonesian confectionery industry, especially in North Sumatra, with its most superior bubble gum product brand called Long Bar. In this regard, it is essential for Long Bar to analyze the factors that influence customer purchase intention in order to maintain the company's sustainability.

The research objectives include defining the influence of Product Quality, Promotion, and Brand Image on Consumer Trust, along with the influence of Product Quality, Promotion, Brand Image, and Consumer Trust on the Purchase Intention on Long Bar product from PT. Union Confectionery, Medan.

This study is classified as descriptive and causal research utilizing quantitative research methods. The data processing uses the Structural Equation Model (SEM) with AMOS 22.0 software. Primary data collection applied a questionnaire to 100 respondents who live in Medan, regardless of any gender with age between 18 – 60 years old, who know any Long Bar bubble gum products from PT. Union Confectionery, and recognize the promotion through its Instagram Account (@longbar.id).

The results of this study found that Product Quality and Brand Image variables had a significant effect on Consumer Trust, while Promotion had no significant effect on Consumer Trust. Meanwhile, Product Quality and Brand Image have no significant effect on Purchase Intention, while promotion and Consumer Trust have a significant effect on Purchase Intention.

Keywords: Product Quality, Promotion, Brand Image, Consumer Trust, Purchase Intention
References: 82 (2013-2022)

ABSTRAK

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***PENGARUH KUALITAS PRODUK, PROMOSI, DAN CITRA MEREK
TERHADAP MINAT BELI KONSUMEN MELALUI KEPERCAYAAN
KONSUMEN TERHADAP PRODUK LONG BAR DARI PT. UNION
CONFECTIONERY, MEDAN***

(xiii+186 halaman; 18 gambar; 43 tabel; 5 lampiran)

Globalisasi telah mendorong persaingan antar industri confectionery di Indonesia menjadi semakin kompetitif. PT. Union Confectionery adalah produsen confectionery yang berdiri sejak tahun 1955 yang menjadi pionir dalam industri confectionery Indonesia, khususnya di Sumatera Utara, dengan merek produk permen karet unggulannya bernama Long Bar. Dalam hal ini, penting bagi Long Bar untuk menganalisis faktor-faktor yang mempengaruhi minat beli pelanggan untuk menjaga keberlangsungan perusahaan.

Tujuan penelitian ini untuk mengetahui pengaruh faktor Kualitas Produk, Promosi, Citra Merek terhadap Kepercayaan Konsumen, sekaligus pengaruh faktor Kualitas Produk, Promosi, Citra Merek, dan Kepercayaan Konsumen terhadap Minat Beli pada produk Long Bar dari PT. Union Confectionery, Medan.

Penelitian ini tergolong penelitian deskriptif dan kausal dengan menggunakan metode penelitian kuantitatif. Pengolahan data menggunakan Structural Equation Model (SEM) dengan software AMOS 22.0. Pengumpulan data primer dengan menyebarkan kuesioner kepada 100 responden yang berdomisili di Medan, tanpa memandang jenis kelamin dengan usia antara 18 – 60 tahun, yang mengetahui produk permen karet Long Bar dari PT. Union Confectionery, dan mengenali promosinya melalui akun Instagram (@longbar.id).

Hasil dari penelitian ini ditemukan bahwa variabel Product Quality dan Brand Image berpengaruh signifikan terhadap Consumer Trust, sedangkan Promotion tidak berpengaruh signifikan terhadap Consumer Trust. Di samping itu, Product Quality dan Brand Image tidak berpengaruh signifikan terhadap Purchase Intention, sedangkan Promotion dan Consumer Trust berpengaruh signifikan terhadap Purchase Intention.

Kata kunci: Kualitas Produk, Promosi, Citra Merek, Kepercayaan Konsumen, Minat Beli
Referensi: 82 (2013-2022)