

ABSTRAK

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PENGARUH *EXPERIENTIAL MARKETING* TERHADAP *PURCHASE INTENTION* MELALUI *BRAND AWARENESS* DAN *PERCEIVED QUALITY* PADA KONSUMEN APARTEMEN THE VIA & VUE DI SURABAYA

(xvi + 123 halaman: 7 gambar; 19 tabel; 35 lampiran)

Apartemen The Via & Vue menerapkan *experiential marketing* dengan menawarkan bahwa apartemen sebagai gaya hidup; *one stop living, convenience, comfortable, dan secure*. Apartemen The Via & Vue mampu menarik perhatian masyarakat untuk melakukan pembelian di antara banyaknya produk hunian yang ada. Untuk mengetahui pengaruh *experiential marketing* terhadap *purchase intention* konsumen melalui *brand awareness* dan *perceived quality* maka dilakukan penelitian ini. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden dengan populasi masyarakat Surabaya yang mempunyai pengalaman dengan Ciputra Group dan sampelnya adalah konsumen Ciputra Group yang mengetahui informasi tentang apartemen The Via & Vue. Jumlah sampel penelitian ini ada 220 responden yang kemudian dianalisis dengan menggunakan alat analisis *Structural Equation Modelling* (SEM) dengan bantuan program AMOS 20.

Dari hasil penelitian ditemukan bahwa *experiential marketing* berpengaruh terhadap *brand awareness*, *brand awareness* berpengaruh terhadap *perceived quality*, *brand awareness* berpengaruh terhadap *purchase intention*, dan *perceived quality* berpengaruh terhadap *purchase intention*. Selain itu ditemukan bahwa *perceived quality* memberikan efek tidak langsung terbesar pada *brand awareness* terhadap *purchase intention*. Disarankan perusahaan memperhatikan tingkat *brand awareness* di mata konsumen karena *brand awareness* yang tinggi dapat menstabilkan persepsi kualitas konsumen. *Perceived quality* yang tinggi akan memberikan alasan yang lebih bagi konsumen untuk membuat *purchase decision* sehingga *purchase intention* meningkat.

Referensi : 23 (1999-2012)

Kata kunci : *experiential marketing, brand awareness, perceived quality, purchase intention*

ABSTRACT

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EFFECT OF EXPERIENTIAL MARKETING ON PURCHASE INTENTION THROUGH BRAND AWARENESS AND PERCEIVED QUALITY ON VIA & VUE APARTMENT'S CUSTOMER IN SURABAYA

(xvi + 123 pages; 7 figures; 19 tables; 35 appendixes)

Experiential marketing strategy of Via & Vue apartment offered apartment as a lifestyle that brings elements of one stop living, convenience, comfortable, and secure. Via & Vue apartment able to attract the attention of public to do a purchase among other apartment offers. This research aimed to determine the effect of experiential marketing on purchase intention of consumers through brand awareness and the perceived quality. To collect data, questionnaires were given to respondents. The population was people of Surabaya which have experience with Ciputra Group and the sample was consumers of Ciputra Group which know the information of Via & Vue apartments. 220 respondents were taken as sample of research and Structural Equation Modelling (SEM) employed as data analysis technique with AMOS 20 as the program tool.

The analysis results revealed the positive and significant effect of experiential marketing on brand awareness, brand awareness on perceived quality, brand awareness on purchase intention, and perceived quality on purchase intention. Furthermore this research also found that perceived quality gave the biggest indirect effect on purchase intention through brand awareness. This research suggested companies notice their brand awareness level in consumer society because high brand awareness can stabilize consumer perceived quality. High perceived quality will give more reasons for consumers to make a purchase decision therefore their purchase intention will increase.

Reference : 23 (1999-2012)

Key words : experiential marketing, brand awareness, perceived quality, purchase intention