

ABSTRAK

Meningkatnya persaingan antar perusahaan tentu saja menuntut setiap perusahaan untuk dapat memuaskan keinginan dan kebutuhan setiap konsumen. Hal tersebut akan membuat perusahaan mampu meningkatkan kualitas dan memberikan kepuasan bagi para konsumen.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *perceived brand quality*, *internal reference price*, *perceived store image*, *perceived value*, dan *purchase intention* terhadap *purchase decision* produk Furla di Surabaya.

Populasi yang digunakan pada penelitian ini adalah konsumen yang melakukan pembelian terhadap produk Furla di Surabaya, yaitu wanita yang melakukan pembelian terhadap produk Furla dalam kurun waktu 3 bulan terakhir, dengan rentan usia antara 18 sampai 60 tahun, dengan sampel sebanyak 105 orang. Pengujian-pengujian pada penelitian dilakukan dengan bantuan program statistik SPSS versi 20. Hasil analisis data penelitian ini menunjukkan bahwa *perceived brand quality* memiliki dampak yang positif terhadap *internal reference price*, *perceived brand quality* memiliki dampak yang positif terhadap *perceived store image*, *perceived brand quality* memiliki dampak yang positif terhadap *perceived value*, *internal reference price* memiliki dampak yang positif terhadap *perceived value*, *perceived store image* memiliki dampak yang positif terhadap *purchase intention*, *perceived value* memiliki dampak yang positif terhadap *purchase intention*, dan *purchase intention* memiliki dampak yang positif terhadap *purchase decision*.

Temuan empiris tersebut mengindikasikan bahwa *perceived brand quality* memberikan dampak positif terhadap *internal reference price* dengan koefisien regresi sebesar 0.449 dan *perceived store image* memberikan dampak positif dengan koefisien regresi sebesar 0.463, *perceived brand quality* memberikan dampak positif terhadap *perceived value* dengan koefisien regresi sebesar 0.551, *internal reference price* memberikan dampak positif terhadap *Perceived Value* dengan koefisien regresi sebesar 0.571, *perceived store image* memberikan dampak positif terhadap *purchase intention* dengan koefisien regresi sebesar 0.309, *perceived value* memberikan dampak positif terhadap *purchase intention* dengan koefisien regresi sebesar 0.408. Selanjutnya *purchase intention* memberikan dampak positif terhadap *purchase decision* dengan nilai koefisien regresi yang paling kecil, yaitu sebesar 0.432.

Kata Kunci: *Perceived Brand Quality, Internal Reference Price, Perceived Store Image, Perceived Value, Dan Purchase Intention Terhadap Purchase Decision*

ABSTRACT

The increasing competition among companies requires them to be able to satisfy the wants and needs of its consumers. Thus, it aims to improve the company's quality and provide satisfaction for consumers. This will make the company able to improve the service quality and provide satisfaction for consumers.

The purpose of this study is to explore the influence of perceived brand quality, internal reference price, perceived store image, perceived value, and purchase intention to purchase decision of Furla product in Surabaya.

The population used in this study were consumers who made purchases of Furla products in Surabaya, i.e., women who made purchases Furla products within the last 3 months, in the ages between 18 to 60 years, with a sample of 105 people. Tests on the research were conducted with the help of a statistical program of SPSS version 20. The results of this study show that perceived brand quality has a positive impact on internal reference price, perceived brand quality has a positive impact on perceived store image, perceived brand quality has a positive impact on perceived value, internal reference price has a positive impact on perceived value, perceived store image has a positive impact on purchase intention, perceived value has a positive impact on purchase intention, and purchase intention has a positive impact on purchase decision.

These empirical findings indicate that perceived brand quality has a positive impact on internal reference price with regression coefficient of 0.449 and perceived store image gives positive impact with regression coefficient of 0.463, perceived brand quality gives positive impact to perceived value with regression coefficient of 0.551, internal reference price gives positive impact to perceived value with regression coefficient of 0.571, perceived store image give positive impact to purchase intention with regression coefficient of 0.309, perceived value give positive impact to purchase intention with regression coefficient of 0.408. Furthermore, purchase intention gives positive impact to the purchase decision with the smallest regression coefficient value of 0.432.

Keywords: *Perceived Brand Quality, Internal Reference Price, Perceived Store Image, Perceived Value, Dan Purchase Intention Terhadap Purchase Decision*