ABSTRAK

Setiap perusahaan dituntut untuk siap menghadapi persaingan bisnis yang semakin ketat dari hari ke hari. Untuk dapat menciptakan dan mempertahankan pelanggan, perusahaan tersebut harus mampu menentukan strategi yang tepat.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *perceived brand quality, internal reference price, perceived store image, perceived value, purchase intention* terhadap *purchase decision* produk Charles & Keith di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu pada wanita yang tinggal di wilayah kota Surabaya yang mengenal produk Charles & Keith, berusia 18-60 tahun, sejumlah 100 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *Statistical product and service solutions* (SPSS) dengan softwere 16.0 sebagai softwere untuk mengolah data. Hasil anlisis menunjukan bahwa *Perceived Brand Quality* memberi dampak yang positif terhadap *Internal Reference Price*, *Perceived Brand Quality* memberi dampak positif terhadap *Perceived Store Image*, *Perceived Brand Quality* memberi dampak positif terhadap *Perceived Value, Internal Reference Price* memberi dampak positif terhadap *Perceived Value, Purchase Intention* memberi dampak positif terhadap *Purchase Decision, dan Perceived Store Image* dan *Perceived Value* memberi dampak positif terhadap *Purchase Intention.*

Temuan empiris tersebut mengindikasikan bahwa hubungan *Perceived Brand Quality* terhadap *Internal Reference Price* memiliki koefisien regresi dengan nilai sebesar 0.450, lalu pengaruh *Perceived Brand Quality* terhadap *Perceived Store Image* dengan nilai koefisien regresi sebesar 0.456, hubungan antara *Perceived Brand Quality* terhadap *Perceived Value* memiliki koefisien regresi sebesar 0.555, hubungan antara *Internal Reference Price* terhadap *Perceived Value* memiliki koefisien regresi paling tinggi sebesar 0.563, hubungan antara *Store Image* terhadap *Purchase Intention* memiliki koefisien regresi sebesar 0.281, hubungan antara *Perceived Value* terhadap *Purchase Intention* memiliki koefisien regresi sebesar 0.418, dan terakhir hubungan *Purchase Intention* terhadap *Purchase Decision* dengan koefisien regresi paling kecil sebesar 0.433.

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

ABSTRACT

Every company is required to be ready to face the business competition is getting tougher by the day. To be able to create and retain customers, the company must be able to determine the right strategy.

This study aimed to analyze the effect of perceived brand quality variables, internal reference price, perceived store image, perceived value, purchase intention of the product purchase decision Charles & Keith in Surabaya.

The sample used in this study is in women who live in the city of Surabaya who know the product of Charles & Keith, aged 18-60 years, a total of 100 respondents. For processing and analyzing the data in this study by using SPSS as the software to process the data. Statistical analysis showed that the product and service solutions (SPSS) with a 16.0 software to process the data. The results of the analysis showed that the Perceived Quality Brand had a positive impact on the Internal Reference Price, Perceived Quality Brand a positive effect on Perceived Store Image, the Perceived Quality Brand a positive effect on Perceived Value, Internal Reference Price a positive effect on Perceived Value, Purchase Intention give positive impact on the Purchase Decision, and Perceived Store Image and Perceived Value a positive effect on Purchase Intention.

The empirical findings indicate that the relationship Perceived Brand Quality with Internal Reference Price had a regression coefficient with a value of 0.450, and the influence on the Perceived Quality Perceived Brand Image Store with regression coefficient of 0.456, the relationship between Perceived Brand Quality on Perceived Value has a regression coefficient of 0.555 , the relationship between the Internal Reference Price on Perceived Value has the highest regression coefficient of 0.563, the relationship between Store Image on Purchase Intention has a regression coefficient of 0281, the relationship between Perceived Value on Purchase Intention has a regression coefficient of 0418, and the last relationship Purchase Intention to Purchase decision by the smallest regression coefficient for 0433.

Keywords: Perceived Brand Quality, Internal Reference Price, Perceived Store Image, Perceived Value, Purchase Intention and Purchase Decision