

ABSTRAK

Pada tahun 2011, fesyen menjadi fokus perhatian masyarakat Indonesia sehingga memicu banyak industri fesyen untuk berkembang. Masyarakat Indonesia sangat suka melakukan pembelian fesyen khususnya pakaian untuk mengekspresikan gaya hidupnya. Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh dari elemen-elemen ekuitas merek yang terdiri dari kesadaran merek, persepsi kualitas, asosiasi merek, dan kesetiaan merek terhadap keputusan pembelian produk pakaian (X) S.M.L.

Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis, data dikumpulkan melalui metode kuesioner terhadap 100 orang konsumen pembeli pakaian (X) S.M.L di Surabaya dengan minimal pembelian dua kali dalam satu tahun terakhir yang berumur berkisaran 17-65 tahun. Data yang diperoleh adalah dengan menggunakan teknik purposive sampling, kemudian dilakukan analisis terhadap data yang diperoleh dengan data secara kuantitatif. Analisis kuantitatif meliputi: uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji F, serta analisis koefisien determinasi (R^2).

Hasil penelitian uji t ini menunjukkan bahwa variabel kesetiaan merek memiliki pengaruh yang paling signifikan terhadap keputusan pembelian dengan regresi 0,451, sedangkan variabel kesadaran merek memiliki pengaruh signifikan terhadap keputusan pembelian dengan regresi 0,266, Namun variabel persepsi kualitas dan asosiasi merek tidak berpengaruh signifikan terhadap keputusan pembelian dengan regresi 0,070 dan 0,139. Berdasarkan dari hasil uji F menunjukkan bahwa kesadaran merek, persepsi kualitas, asosiasi merek dan kesetiaan merek secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Angka Adjusted R Square sebesar 0,728 menunjukkan bahwa 72.8 persen variasi keputusan pembelian dapat dijelaskan oleh keempat variabel independen dalam persamaan regresi. Sedangkan sisanya 27.2 persen dijelaskan oleh variabel lain diluar keempat variabel yang digunakan dalam penelitian ini.

Kata kunci: Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Kesetiaan Merek dan Keputusan Pembelian

ABSTRACT

In 2011, fashion has become more attentive for Indonesian people hence this affects a lot of fashion industries to develop. Indonesian people are very interested to purchase fashion things particularly clothes to express their lifestyle. This research is aiming to analyze and to measure the effect of the element of brand equity which consists of brand awareness, perceived quality, brand association and brand loyalty toward purchase decision of (X) S.M.L.

After conducting the literature review and hypothesis formulation, the data are collected through questionnaires that are submitted to 100 consumers whom have ever bought the (X) S.M.L clothes in Surabaya with the minimum of two times within a year for the purchasing and the range age have to be around 17-65 years old. The data are obtained using purposive sampling technique then conduct the analysis data by quantitative method. Quantitative analysis concludes: validity and reliability test, classic assumption test, multiple regression analysis, hypothesis testing via t test and F test and analysis coefficient determination (R^2).

The result of t test in this thesis shows that the variable of brand loyalty has the most significant affection toward purchase decision with the coefficient regression of 0,451, whereas the variable of brand awareness has significant affection toward purchase decision with the coefficient regression of 0,266, but the variable of perceived quality and brand association do not have significant affection toward purchase decision with the regression of 0,070 and 0,139. Based on the result of F test shows that all of four variables simultaneously give positive and significant impact toward purchase decision. This research obtains the value of Adjusted R Square of 0.728 which indicates that 72.8 percent of variation of purchase decision can be explained by the four independent variables in the regression equation. The other 27.2 percent remaining is explained by the other variables other than the four variables that are being used in this thesis.

Keywords: Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and Purchase Decision