

## 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 *internal reference price*, *perceived brand quality*, *perceived store image* dan *perceived value* terhadap *purchase intention* produk Mango di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu pada wanita yang tinggal di wilayah kota Surabaya yang mengenal produk Mango, berusia 18-40 tahun, sejumlah 103 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 16.0 sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *perceived brand quality* memberikan pengaruh yang positif terhadap *internal reference price* dan *perceived store image*. Dan juga variabel *internal reference price* memberikan pengaruh positif terhadap *perceived value*. Variabel *perceived value* memberikan pengaruh positif terhadap *purchase intention*. Sedangkan terdapat pengaruh tidak signifikan pada variabel *perceived value* terhadap *purchase intention*.

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

## **ABSTRACT**

Each company is required to be ready to face the business competition 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 influence of variables internal reference price, perceived brand quality, perceived store image and perceived value on purchase intention Mango products in Surabaya.

The sample used in this research is the woman who lives in Surabaya, know the product Mango, aged 18-40 years, a number of 103 respondents. For processing and analyzing the data in this study is by using Structural Equation Modeling (SEM) with AMOS 16.0 software as software for data processing. The analysis showed that perceived brand quality have a positive influence on internal reference price and perceived store image. And also internal reference price variables have a positive influence on perceived value. Variables perceived value had a positive effect on purchase intention. While, there is no significant influence on the perceived value of the variable purchase intention.

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