

## **ABSTRACT**

**JERICA WIJAYA**

**03011200118**

### **THE INFLUENCE OF BRAND IMAGE, WORD OF MOUTH, AND PERCEIVED QUALITY ON CUSTOMER PURCHASE DECISION AT MINISO SUN PLAZA, MEDAN**

(xv+95 pages; 12 figures; 25 tables; 8 appendixes)

Miniso having several problems such as decreasing of income decrease in June and December 2022, branding strategy, word of mouth, and perceived quality. The purpose of this research is to examine the impact of Brand Image, Word of Mouth, Perceived Quality on Customer Purchase Decision at Miniso Sun Plaza in Medan.

The research method used is quantitative method. The sample collected for this research is 97 consumers of Miniso Sun Plaza in Medan which is collected through the distribution of questionnaire using non-probability sampling method, specifically the purposive and convenience sampling method.

The sample data is processed through SPSS v.26 which results show that Brand Image and Word of Mouth partially has a positive influence on customer purchase decision, but Perceived Quality has no partial influence on customer purchase decision; and Brand Image, Word of Mouth, and Perceived Quality simultaneously have positive influence on Customer Purchase Decision at Sun Plaza in Medan. The value of Adjusted  $R^2$  is 0.531, meaning that the Customer Purchase Decision variable can be explained by Brand Image, Word of Mouth, and Perceived Quality variable by 53.1% while the remaining 46.9% is explained by another variable.

The recommendations for Miniso are to improve the brand image by giving discount and hiring influencer to give a good review of the product. Enhancing word of mouth by giving a positive impression, offering the greatest service, and being proactive and quick to respond in assisting the consumer selecting the ideal product. Increasing the perceived quality through improving their product quality to prevent potential trust issues of consumers toward the brand.

**Keywords: Brand Image, Word of Mouth, Perceived Quality, Customer Purchase Decision**

References: 44 (2018-2023)

## **ABSTRAK**

**JERICA WIJAYA**

**03011200118**

### ***PENGARUH CITRA MEREK, WORD OF MOUTH, DAN PERSEPSI KUALITAS TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI MINISO SUN PLAZA, MEDAN***

*(xv+95 halaman; 12 gambar; 25 tabel; 8 lampiran)*

*Penurunan pendapatan penjualan Miniso pada bulan Juni dan Desember 2022, masalah pada strategi branding, word of mouth, dan persepsi kualitas. Tujuan dari penelitian ini adalah untuk menguji pengaruh Citra Merek, Word of Mouth, dan Persepsi Kualitas terhadap Keputusan Pembelian Pelanggan pada Miniso Sun Plaza di Medan.*

*Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Sampel yang dikumpulkan untuk penelitian ini adalah 97 konsumen Miniso Sun Plaza di Medan yang dikumpulkan melalui penyebaran kuesioner dengan menggunakan metode non-probability sampling, khususnya metode purposive dan convenience sampling.*

*Data sampel diolah melalui SPSS v.26, Citra Merek dan Word of Mouth secara parsial mempunyai pengaruh positif terhadap Keputusan Pembelian Pelanggan. Persepsi Kualitas tidak mempunyai pengaruh secara parsial terhadap Keputusan Pembelian Pelanggan; dan Citra Merek, Word of Mouth, dan Persepsi Kualitas secara simultan mempunyai pengaruh positif terhadap Keputusan Pembelian Pelanggan pada Sun Plaza di Medan. Nilai Adjusted R<sup>2</sup> yang diperoleh sebesar 0,531 artinya variabel Keputusan Pembelian Pelanggan dapat dijelaskan oleh variabel Citra Merek, Word-of-Mouth, dan Persepsi Kualitas sebesar 53,1% sedangkan sisanya sebesar 46,9% dijelaskan oleh variabel lain.*

*Rekomendasi yang dapat diberikan kepada Miniso adalah meningkatkan Brand Image dengan memberikan diskon dan mempekerjakan influencer untuk memberikan review yang baik terhadap produk. Meningkatkan Word of Mouth dengan memberikan kesan positif, menawarkan layanan baik, serta bersikap proaktif dan cepat tanggap saat membantu konsumen dalam memilih produk yang ideal. Meningkatkan Persepsi Kualitas melalui peningkatan kualitas produk untuk mencegah potensi masalah kepercayaan konsumen terhadap merek.*

***Kata kunci: Citra Merek, Word of Mouth, Persepsi Kualitas, Keputusan Pembelian Pelanggan***

***Referensi: 44 (2018-2023)***