

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE TOWARDS CUSTOMER PURCHASE DECISION OF YAMKU PRODUCTS AT PT EXPRAVET NASUBA

(xvii+143 pages; 9 figures; 34 tables; 9 appendixes)

As more competitors are entering the market, especially in the frozen food industry, some businesses, including the brand of Yamku, is facing difficulties in competing with other major existing brands which have been ruling the market for years. This points out the importance of each brand to be recognized and have certain associations with the targeted market in order to be able to competing with other brands.

The main purpose of this research is to identify the level of brand awareness and brand image of Yamku products, and how they can influence customer purchase decision at PT Expravet Nasuba. The research was done starting from January to April 2021 at PT Expravet Nasuba. As many as 62 respondents participate in filling in the questionnaires via Google Form. All the samples are chosen using nonprobability sampling method, specifically purposive sampling. The results were then analyzed using SPSS (Statistical Product and Service Solutions).

The result of coefficient of determination shows that the independent variables contribute to the dependent variable for as much as 57.9%, with the regression model showing positive significant influence on the dependent variable. Moreover, the result of the analysis also shows that brand awareness and brand image do pose positive significant influence on customer purchase decision, either partially or simultaneously. It is also proven with the result of T test, with the value of Significance 0.004 for brand awareness and 0.038 for brand image, both having the value less than 0.05. Additionally, the value of F test, which is 42.925, also shows greater value than the F table.

Keywords: Marketing, Brand Awareness, Brand Image, Customer Purchase Decision

References: 57 (2007-2020)

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Karena semakin banyak pesaing memasuki pasar, terutama di industri makanan beku, beberapa bisnis, termasuk merek Yamku, menghadapi kesulitan untuk bersaing dengan merek-merek besar lainnya yang telah menguasai pasar selama bertahun-tahun. Hal ini menunjukkan pentingnya setiap merek untuk diakui dan memiliki asosiasi tertentu dengan pasar yang dituju agar dapat bersaing dengan merek lain.

Riset ini bertujuan untuk mengetahui tingkat kesadaran dan citra merek yang dimiliki masyarakat terhadap produk Yamku, dan bagaimana kedua aspek ini dapat mempengaruhi keputusan membeli di PT Expravet Nasuba. Sebanyak 62 responden ikut berpartisipasi dalam riset ini, di mana metode sampling yang digunakan adalah *nonprobability sampling*, dengan teknik *purposive sampling*. Kuesioner didistribusikan secara online dengan menggunakan media *Google Form*, di mana hasilnya kemudian dianalisis dengan menggunakan software SPSS (*Statistical Product and Service Solutions*).

Hasil koefisien determinasi menunjukkan bahwa variabel independen memberikan kontribusi terhadap variabel dependen sebesar 57,9%, dengan model regresi menunjukkan pengaruh positif signifikan terhadap variabel dependen. Selain itu, hasil analisis juga menunjukkan bahwa kesadaran merek dan citra merek memang berpengaruh positif signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Hal ini juga dibuktikan dengan hasil uji T, dengan nilai Signifikansi 0,004 untuk kesadaran merek dan 0,038 untuk citra merek, keduanya memiliki nilai kurang dari 0,05. Selain itu, nilai uji F yaitu 42,925 juga menunjukkan nilai yang lebih besar dari F tabel..

Kata Kunci: Pemasaran, Kesadaran Merk, Citra Merk, Keputusan Pembelian

Referensi: 57 (2007-2020)