

ABSTRAK

PENGARUH BRAND AWARENESS, PERCEIVED QUALITY SERTA BRAND ASSOCIATION TERHADAP KEPUTUSAN PEMBELIAN Studi Kasus Pada konsumen produk T-shirt merek *Triggers Syndicate* Di Distro *Triggers Syndicate* Yogyakarta

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Tujuan penelitian ini yaitu: 1) Untuk mengetahui seberapa tingkat *Brand Awareness*, *Perceived Quality* serta *Brand Association* T-Shirt merek *Triggers Syndicate* pada konsumen pria dan konsumen wanita. 2) Untuk mengetahui pengaruh *Brand Awareness*, *Perceived Quality* serta *Brand Association* secara parsial dan simultan terhadap keputusan pembelian pada produk T-Shirt merek *Triggers Syndicate*.

Penelitian ini dilakukan di Distro *Triggers Syndicate* Yogyakarta pada bulan Januari 2010. Populasi penelitian ini adalah konsumen baik pria maupun wanita yang pernah melakukan pembelian T-Shirt merek *Triggers Syndicate* di Distro *Triggers Syndicate*, sampel penelitian berjumlah 100 orang yang terdiri 58 pria dan 42 wanita. Teknik pengambilan data menggunakan teknik kuesioner. Teknik analisis data yang digunakan adalah *Arithmetic Mean*, Analisis Regresi Linear Berganda, Uji t dengan taraf signifikansi $\alpha = 0,05$, Uji F dengan taraf signifikansi $\alpha = 0,05$.

Hasil penelitian ini menunjukkan bahwa 1) Nilai total rata- rata baik konsumen pria dan wanita mengenai tingkat *Brand Awareness*, *Perceived Quality* serta *Brand Association* adalah tinggi. 2) *Brand Awareness*, *Perceived Quality* serta *Brand Association* secara simultan berpengaruh terhadap keputusan pembelian $F_{hitung} > F_{tabel}$ ($75,015 > 2,699$). Sedangkan secara parsial menunjukkan bahwa *Brand Awareness* tidak berpengaruh terhadap keputusan pembelian $t_{hitung} < t_{tabel}$ ($1,643 < 1,985$), *Perceived Quality* berpengaruh terhadap keputusan pembelian $t_{hitung} > t_{tabel}$ ($2,047 > 1,985$) dan *Brand Association* berpengaruh terhadap keputusan pembelian $t_{hitung} > t_{tabel}$ ($8,163 > 1,985$).

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY AND BRAND ASSOCIATION TOWARDS PURCHASE DECISION

**Case Study on Consumers of Triggers Syndicate branded T-shirt
in Triggers Syndicate Distribution Outlet of Yogyakarta**

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The purpose of the research were to find out 1) The level of Brand Awareness, Perceived Quality and Brand Association of Triggers Syndicate branded T-shirt in male and female consumers; 2) The influence of Brand Awareness, Perceived Quality as well as Brand Association partially simultaneously towards the purchase decision of Triggers Syndicate branded T-shirt products.

The research was conducted in Triggers Syndicate Distribution Outlet of Yogyakarta in January 2010. The population of the research was consumers, either male or female who had purchased Triggers Syndicate branded T-shirt, the sample of the research was as many as 100 respondents consisting of 58 males and 42 females. The technique of data collection was questionnaire technique. The technique of data analysis used was Arithmetic Mean, Analysis of Multiple Linear Regression, t-Test by significance level of $\alpha = 0,05$.

The result of the research showed that 1) the average total value of both male and female consumers concerning on the level of Brand Awareness, Perceived Quality, and Brand Association was high. 2) Brand awareness, Perceived Quality and Brand Association simultaneously influenced the purchase decision shown by $F_{count} (75,015) > F_{table} (2,699)$. Meanwhile in partial Brand Awareness did not influence the purchase decision, shown by $t_{count} (1,643) < t_{table} (1,985)$, Perceived Quality influenced the purchase decision, shown by $t_{count} (2,047) > t_{table} (1,985)$ and Brand Association influenced purchase decision, shown by $t_{count} (8,163) > t_{table} (1,985)$.