

ABSTRAK

PENGARUH HARGA DAN PERAN MEDIASI *BRAND AWARENESS* PADA PENGARUH KUALITAS JASA DAN PROMOSI TERHADAP MINAT BELI CALON KONSUMEN KLINIK KECANTIKAN AMAZE SKINCARE PALEMBANG

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Penelitian ini bertujuan untuk mengetahui apakah: 1) harga, kualitas jasa dan promosi berpengaruh masing-masing terhadap minat beli, 2) kualitas jasa dan promosi berpengaruh masing-masing terhadap *brand awareness*, 3) kesadaran merek (*brand awareness*) berpengaruh positif terhadap minat beli, (4) kesadaran merek (*brand awareness*) memediasi pengaruh kualitas jasa dan promosi terhadap minat beli calon konsumen Klinik Kecantikan Amaze Skincare Palembang. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang harga, kualitas jasa, promosi, *brand awareness* dan minat beli kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0. Hasil penelitian menunjukkan 1) harga berpengaruh langsung secara negatif terhadap minat beli, 2) promosi berpengaruh langsung secara positif terhadap minat beli, 3) kualitas jasa dan promosi berpengaruh langsung secara positif terhadap *brand awareness*, 4) kesadaran merek (*brand awareness*) berpengaruh langsung secara positif terhadap minat beli, (5) kesadaran merek (*brand awareness*) memediasi secara parsial pengaruh promosi terhadap minat beli, 6) kesadaran merek (*brand awareness*) memediasi secara penuh pengaruh kualitas jasa terhadap minat beli calon konsumen Klinik Kecantikan Amaze Skincare Palembang.

Kata Kunci : Harga, Kualitas Jasa, Promosi, *Brand Awareness*, Minat Beli

ABSTRACT

THE INFLUENCE OF PRICE AND THE ROLE BRAND AWARENESS IN MEDIATING THE INFLUENCE OF SERVICE QUALITY AND PROMOTION TOWARD PURCHASE INTEREST OF PROSPECTIVE CUSTOMERS AT BEAUTY CLINIC AMAZE SKINCARE PALEMBANG

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This research aims to determine whether: 1) price, service quality and promotion have influence on purchase interest, 2) service quality and promotion have influence on brand awareness, 3) brand awareness has a positive influence on purchase interest, 4) brand awareness mediates the influence on service quality and promotion on the purchase interest prospective customers Beauty Clinic Amaze Skincare Palembang. This research method is use with quantitative approach. The sampling technique that is used is purposive sampling. The data was obtained by distributing questionnaires about price, service quality, promotion, brand awareness and purchase interest to 100 respondents. The data analysis technique that is used is Partial Least Square method using the Warp PLS 5.0. The result shows that 1) price had a negative influence on purchase interest, 2) promotion had a positive influence on purchase interest, 3) service quality and promotion had an influence on brand awareness, 4) brand awareness had an influence on purchase interest, 5) brand awareness mediated by partial influence promotion on purchase interest, 6) brand awareness fully mediated the influence of service quality toward purchase interest of prospective customers at beauty clinic Amaze Skincare in Palembang.

Keyword: price, service quality, promotion, brand awareness, and purchase interest.