

ABSTRACT

THE INFLUENCE OF BRAND EQUITY, INNOVATION AND POSITIONING STRATEGIES TOWARD PURCHASE DECISION (STUDY ON CONSUMERS OF COMPASS SHOES IN YOGYAKARTA)

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This research aims to determine the influence of brand equity, innovation, and positioning strategies toward purchase decision Compass shoes. This research was conducted in April 2020 in Yogyakarta. The population in this study was consumers the Compass shoes with the sample of 100 respondents. Nonprobability sampling is at technique to taken the sample. The questionnaire was used as a sample to collect data. The instrument test used validity and reliability test. The analysis technique used multiple linear regression analysis. This research result showed that brand equity, innovation, positioning strategy had simultaneous and partial influence toward purchase decisions of Compass shoes.

Keywords: Brand equity, innovation, positioning strategies and purchahses decision

ABSTRAK

PENGARUH EKUITAS MEREK, INOVASI, DAN STRATEGI POSITIONING TERHADAP KEPUTUSAN PEMBELIAN SEPATU COMPASS (STUDI PADA KONSUMEN SEPATU COMPASS DI YOGYAKARTA)

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Penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek, inovasi, dan strategi positioning terhadap keputusan pembelian sepatu Compass. Penelitian ini dilakukan selama bulan April 2020 di Yogyakarta. Populasi dalam penelitian ini adalah konsumen sepatu Compass dengan sampel responden sebanyak 100. Nonprobability *sampling* merupakan teknik yang diambil dalam pengambilan sampel. Kuesioner digunakan sebagai pengumpulan data sampel. Uji instrument menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa ekuitas merek, inovasi, dan strategi positioning berpengaruh secara simultan maupun parsial terhadap keputusan pembelian sepatu Compass.

Kata Kunci: ekuitas merek, inovasi, strategi positioning dan keputusan pembelian sepatu Compass