

ABSTRAK
PENGARUH *BRAND IMAGE* DAN *PERCEIVED QUALITY*
PADA MINAT BELI KONSUMEN

(Studi Perbandingan *Notebook* Merek Zyrex dan Advan di DIY)

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Penelitian ini bertujuan untuk menganalisa perbandingan *Brand Image* dan *Perceived Quality* dari *notebook* Zyrex dan Advan pada peta persepsi konsumen dan untuk mengetahui efek dari *Brand Image* dan *Perceived Quality* pada minat beli dari Zyrex dan Advan. Populasi dalam penelitian ini adalah semua orang yang mengetahui karakteristik *notebook* Zyrex dan Advan dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner. Analisis data menggunakan analisis Skala Multi Dimensi dan analisis Regresi Linear Berganda. Hasil penelitian dari analisis menunjukkan perbandingan posisi dari Zyrex dan Advan. Hasil penelitian dari analisis ini juga menunjukkan bahwa *Brand Image* keseluruhan dan *Perceived Quality* keseluruhan memiliki pengaruh positif pada minat beli.

ABSTRACT

*The Effect of Brand Image and Perceived Quality
on the Consumer's Purchase Interest*

(A Comparison Study of Brand Notebook's Zyrex and Advan in DIY)

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This research aims to analyze the comparative Brand Image and Perceived Quality of notebook Zyrex and Advan in the perceptual map of consumers and to find out the effect of Brand Image and Perceived Quality on the purchase interest of Zyrex and Advan. The population in this study was people who know the characteristics of Zyrex and Advan notebooks with the sample of 100 respondents. The method for the sampling is purposive sampling. Data were collected using questionnaire. The data analyze used were Multi Dimensional Scaling analysis and Multi Linear Regression analysis. The results of the analysis show the comparative positions of Zyrex and Advan. The result of this analysis also show that overall Brand Image and Overall Perceived Quality have positive influence on purchase interest.