

ABSTRACT

Influence of Brand Image OLX.co.id To Buy Consumer Interests (Study on User Audience Site Sell and Buy Online OLX.co.id)

By

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The development of today's technology continues to grow rapidly. In the current era, the internet is not only used as a technology to find information, but are used to create business opportunities, namely through the buying and selling site online. Buying and selling online sites growing rapidly in Indonesia, as evidenced by the increasingly widespread emergence of buying and selling online sites in Indonesia. OLX.co.id is one website online buy and sell in Indonesia, OLX.co.id acquired Tokobagus.com and trying to create its own brand image. The aim of this study was to determine how much influence OLX.co.id brand image to consumers to buy. This study uses the theory of brand equity as a theory that is used. Use any type of quantitative research and survey research methods using a questionnaire to collect the required data and using quota sampling technique to determine the respondent. Using the Method of Successif Interval to change the ordinal data into interval, and using simple linear regression analysis to analyze the data that have been obtained. From the calculation using simple linear regeresi analysis, obtained OLX.co.id brand image have a positive relationship or the direction of the consumer buying interest, because the regression coefficient is positive. There is a positive relationship between brand image OLX.co.id for consumer purchase interest in the category of correlation values in the range of high relationship. Based on the calculated value of T obtained by the presence of T calculated value greater than T table then accepted hypothesis is H1, which means no influence OLX.co.id brand image to consumers to buy. While the 5% significance level used in testing this hypothesis suggests that researchers have a 5% chance to make the wrong decision on the rejection of H0 (accept H1).

Keywords: *Brand Image, OLX.co.id, Buy Consumer Interests, Brand Equity Theory.*