

ABSTRAK

PENGARUH KESADARAN MEREK, PERSEPSI KUALITAS, ASOSIASI MEREK, LOYALITAS MEREK DAN NILAI BUDAYA LOKAL TERHADAP MINAT BELI PADA TOKO WALEU LAMPUNG

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Tujuan penelitian adalah untuk menganalisis pengaruh kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek, dan nilai budaya terhadap minat beli pada toko Waleu Lampung. Jumlah sampel yang digunakan sebanyak 90 sampel pengunjung Toko Waleu Lampung. Teknik pengumpulan data menggunakan kuesioner dengan menggunakan pendekatan regresi linear berganda yang dibantu program SPSS 21.0. Hasil penelitian secara parsial terdapat dua variabel yang tidak signifikan dan tiga variabel yang memiliki pengaruh signifikan yaitu Kesadaran merek dan Persepsi kualitas tidak berpengaruh signifikan terhadap minat beli pada Toko Waleu Lampung; serta Asosiasi merek, Loyalitas merek, dan Nilai budaya lokal berpengaruh signifikan terhadap minat beli pada Toko Waleu Lampung. Secara simultan, terdapat pengaruh yang positif dan signifikan antara kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek dan nilai budaya lokal terhadap minat beli pada toko Waleu Lampung. Hasil uji R^2 , perhitungan menunjukkan besarnya pengaruh keseluruhan variabel sebesar 0.428 yang berarti memiliki pengaruh sebesar 42.8%. Adapun sisanya 57.2% dijelaskan oleh sebab-sebab lain yang tidak diteliti dalam penelitian ini. Kesadaran merek, persepsi kualitas dan asosiasi merek tentunya bisa menjadi perbaikan bagi toko waleu itu sendiri terkait peningkatan merek serta kualitas produk yang dirasa perlu demi bersaing dengan produk lain.

Kata Kunci: Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Loyalitas Merek, Nilai Budaya Lokal dan Minat Beli.

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS, PERCEPTIONS OF QUALITY, ASSOCIATION OF THE BRAND, BRAND LOYALTY AND VALUES OF LOCAL CULTURE AGAINST THE INTEREST IN BUYING AT STORES WALEU LAMPUNG

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The purpose of the research was to analyze the effect of brand awareness, perceptions of quality, Association of the brand, brand loyalty, and cultural values against the interest in buying at stores Waleu Lampung. The number of samples that are used as much as 90 visitors sample Waleu Lampung. Engineering data collection using the questionnaire by using multiple linear regression approach assisted programs SPSS 13.0. Results of research partially there are two variables that were not significant and the three variables have a significant influence, namely brand awareness and perception of quality is not significant effect against the interest in buying at Stores Waleu Lampung; as well as the Association of the brand, brand loyalty, and influential local cultural values significantly to buy interest in Souvenirs Waleu Lampung. Simultaneously, there is a positive and significant influence between the brand awareness, perceptions of quality, Association of the brand, brand loyalty and values of local culture against the interest in buying at stores Waleu Lampung. Test result shows the calculation of R², the overall influence of variable magnitude 0.266 which means it has the influence of 26.6%. As for the remaining 35.5% explained by other causes which are not examined in this study. Brand awareness, perceptions of quality and brand association certainly could be an improvement for souvenirs waleu related branding itself as well as the quality of the product that it is reasonably necessary in order to compete with other products.

Keywords: brand awareness, perceptions of quality, Association of the brand, brand loyalty, local cultural Values and interests.