

ABSTRAK

PENGARUH KESADARAN MEREK DAN PERSEPSI KUALITAS TERHADAP MINAT PEMBELIAN ULANG KONSUMEN *SNEAKERS* MEREK VANS (STUDI PADA MAHASISWA UNIVERSITAS LAMPUNG)

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh kesadaran merek dan persepsi kualitas dalam meningkatkan minat pembelian ulang *sneakers* merek Vans. Minat Pembelian Ulang diartikan ketika konsumen membeli produk tersebut, konsumen bisa puas atau tidak puas dan terlibat dalam perilaku pasca pembelian. Pelanggan yang puas akan kembali membeli produk, memuji produk yang membelinya dihadapan orang lain, sedikit menarik perhatian pada merek dan iklan pesaing dan membeli produk lain dari perusahaan yang sama. Populasi penelitian adalah mahasiswa Universitas Lampung konsumen *sneakers* merek Vans dengan jumlah sampel sebanyak 60 responden, penarikan sampel dengan metode teknik sampling acak sederhana. Analisis data dengan menggunakan regresi linear sederhana dan regresi linear berganda. Hasil penelitian menunjukkan bahwa: secara parsial (1) kesadaran merek berpengaruh positif dan signifikan terhadap minat pembelian ulang konsumen *sneakers* merek Vans, (2) persepsi kualitas berpengaruh tidak signifikan terhadap minat pembelian ulang konsumen *sneakers* merek Vans, secara simultan (3) terdapat pengaruh yang positif dan signifikan antara kesadaran merek dan persepsi kualitas terhadap minat pembelian ulang konsumen *sneakers* merek Vans.

Kata kunci: Kesadaran Merek, Persepsi Kualitas, dan Minat Pembelian Ulang.

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS AND QUALITY PERCEPTION OF THE INTEREST OF VANS SNEAKERS CONSUMER RE-PURCHASE (STUDY ON STUDENT UNIVERSITY OF LAMPUNG)

By

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The purpose of this study was to determine and explain the effect of brand awareness and quality perception in increasing the interest of Vans sneakers re-purchase. Re-purchase interest is defined when the consumer buys the product, the consumer can be satisfied or dissatisfied and engage in post-purchase behavior. Satisfied customers will re-purchase the product, praise the product that bought it in front of others, attract a little attention to the brand and competitor's ads and buy other products from the same company. The population of the study were students of Lampung University, consumers of Vans brand sneakers with 60 respondents, sampling with simple random sampling technique. Data analysis using simple linear regression and multiple linear regression. Partial research showed (1) there was a positive and significant influence between brand awareness to re-purchase interest by consumers of Vans sneakers. (2) There was a positives and insignificant influence between perception quality to the interest of Vans sneakers re-purchaseby consumers. The result of simultanous research showed (3) there was a positive and significant influence between brand awareness dan quality perception to the interest of Vans sneakers re-purchase by consumer

Keywords: Brand Awareness, Quality Perception, and Re-Purchase Interest.