ABSTRAK

PENGARUH KESADARAN MEREK, ASOSIASI MEREK, PERSEPSI KUALITAS, LOYALITAS MEREK, *COUNTRY OF ORIGIN,* DAN *PRODUCT QUALITY* TERHADAP KEPUTUSAN PEMBELIAN
(Studi pada Mahasiswa Jurusan Ilmu Komputer Angkatan
2013-2017 Universitas Lampung dalam Memilih Laptop)

Oleh

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Penelitian ini bertujuan untuk meneliti pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, *country of origin* dan *product quality* terhadap keputusan pembelian produk laptop di Jurusan Ilmu Komputer Universitas Lampung. Penelitian ini berjenis *explanatory research* dengan jumlah sampel sebanyak 87 responden. Teknik pengambilan sampel pada penelitian ini menggunakan metode *nonprobability sampling* dengan jenis *purposive sampling* yang diambil menggunakan kuesioner. Hasil data penelitian di uji dengan alat SPSS (Statistical Package for the Social Sciences) versi 16.0. Hasil penelitian ini menunjukkan bahwa variabel kesadaran merek, asosiasi merek, loyalitas merek dan *country of origin* tidak berpengaruh terhadap keputusan pembelian, sedangkan variabel persepsi kualitas berpengaruh signifikan terhadap keputusan pembelian dan variabel *product quality* berpengaruh secara negatif dan signifikan terhadap keputusan pembelian.

Kata Kunci: kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas

merek,*country of origin*, *product quality*, keputusan pembelian.

ABSTRACT

THE EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION, QUALITY PERCEPTION, BRAND LOYALTY, COUNTRY OF ORIGIN, AND PRODUCT QUALITY ON PURCHASE DECISIONS
(Study of Students of the Computer Science Department
2013-2017 University of Lampung in Choosing Laptops)

By

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This study was aimed to find out the effect of brand awareness, brand association, perceived quality, country of origin and product quality on purchase decisions of laptop products in Computer Science Department of lampung university. This study was an explanatory research type with total sample were 87 respondents. The sampling technique in this study was nonprobability sampling method with purposive sampling type which was taken by using a questionnaire. The results of the study the data were tested by using SPSS (Statistical Package for the Social Sciences) version 16.0. The results showed that the variable is brand awareness, brand loyalty, brand association and country of origin did not influence purchase decisions, on the other hand quality perception variabel significantly influenced purchase decisions and product quality variables had a negative and significant effect towards the purchasedecision.

Keywords: brand awareness, brand association, perceived quality, brand loyalty, country of origin, product quality, purchasing decisions.