

ABSTRAK

Penelitian ini dilatar belakangi oleh ketatnya persaingan industri otomotif di Indonesia dengan munculnya berbagai merek baru di pasar khususnya segmen mobil MPV. Penelitian ini bertujuan untuk menguji pengaruh dari elemen-elemen ekuitas merek yang terdiri dari kesadaran merek, persepsi kualitas, asosiasi merek, dan loyalitas merek terhadap keputusan pembelian konsumen pada mobil Suzuki Ertiga.

Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis, data dikumpulkan melalui metode kuesioner terhadap 50 orang pengguna mobil Suzuki Ertiga di Surabaya yang diperoleh dengan menggunakan teknik purposive sampling. Kemudian dilakukan analisis terhadap data yang diperoleh dengan data secara kuantitatif. Analisis meliputi: uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji F.

Data-data yang telah memenuhi uji validitas, uji reliabilitas dan uji asumsi klasik diolah dengan program SPSS 20 sehingga menghasilkan persamaan regresi sebagai berikut:

$$Y = 0,809 + 0,268X_1 + 0,503X_2 + 0,093X_3 + 0,146X_4$$

Dimana variabel keputusan pembelian konsumen (Y) , kesadaran merek (X₁), persepsi kualitas (X₂), asosiasi merek (X₃), dan loyalitas merek (X₄). Pengujian hipotesis menggunakan uji t menunjukkan bahwa dua variabel independen kesadaran merek dan persepsi kualitas berpengaruh positif signifikan terhadap keputusan pembelian. Sedangkan dua variabel independen lainnya asosiasi merek dan loyalitas merek berpengaruh positif tidak signifikan terhadap keputusan pembelian konsumen. Kemudian melalui uji F dapat diketahui hasil uji F menunjukkan variable kesadaran merek, persepsi kualitas, asosiasi merek, dan loyalitas merek berpengaruh positif terhadap keputusan pembelian. Angka Adjusted R Square menunjukkan bahwa variasi keputusan pembelian konsumen dapat dijelaskan oleh keempat variabel independen dalam persamaan regresi. Sedangkan sisanya dijelaskan oleh variabel lain diluar keempat variabel yang digunakan dalam penelitian ini.

Kata kunci: keputusan pembelian konsumen, kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek.

ABSTRACT

This research is motivated by the intense competition in the Indonesian automotive industry with a new brand presence in the market especially MPV car segment. This study aimed to examine the effect of brand equity elements consisting of brand awareness, perceived quality, brand associations, and brand loyalty on consumer purchasing decisions at Suzuki Ertiga.

After a literature review and hypothesis formulation, data were collected through questionnaire method to Suzuki Ertiga car users as much as 50 people in Surabaya obtained by using purposive sampling technique. Then performed an analysis of the data obtained by quantitatively. The analysis includes: validity and reliability, the classic assumption test, multiple regression analysis, hypothesis testing via t test and F test.

The data that have met the test of validity, reliability testing and classical assumption has been processed with SPSS 20 so as to produce a regression equation as follows:

$$Y = 0,809 + 0,268X_1 + 0,503X_2 + 0,093X_3 + 0,146X_4$$

Where is comprised of consumer purchase decision variable (Y), brand awareness (X₁), perceived quality (X₂), brand association (X₃), and brand loyalty (X₄). Hypothesis testing using t-test showed that the two independent variables of brand awareness and perceived quality are significant positive influence on purchasing decisions. Meanwhile, two other independent variables brand association and brand loyalty is positive but not significant effect on consumer purchasing decisions. Then through the F test, it can be seen the results of F test showed variable brand awareness, perceived quality, brand associations, and brand loyalty has a positive effect on purchase decisions. Adjusted R Square value indicates that the variation in consumer purchasing decisions can be explained by the four independent variables in the regression equation. While the rest is explained by other variables outside the four variables used in this study.

Keywords: consumer purchasing decisions, brand awareness, perceived quality. brand association, brand loyalty