

ABSTRACT

The purpose of this study is to analyze the effect of perceived similarity and perceived difficulty its impact on customer attitude and the purchase decision Pepsodent toothbrush product. The Exogenous variable were perceived similarity and perceived difficulty , with customer attitude is an intervening variable. While the decision to purchase is an endogenous variable. Primary data were collected by using questioner .Using purposive sampling, total 100 samples were obtained from the customers of Pepsodent toothbrush. This study using Structural Equation Modeling (SEM) technique and LISREL to processing data . From the results of the data processing, the perceived similarity variables affected to the customer attitude variables, perceived difficulty no affected to the customer attitude , and the perceived similarity not influenced the purchase decision , While the perceived difficulty has not influenced the decision to purchase intention . The conclusion of this study, in order to influence customer attitude its impact on the purchase decision Pepsodent toothbrush, the companies should focus on product quality to achieve customer satisfaction level that is not too far away with the quality of competitors' products also maintain the superiority of the brand image.

Keywords : *perceived similarity, perceived difficulty, customer attitude, purchase decision, Pepsodent toothbrush*



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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh persepsi kesamaan dan persepsi kesulitan dampaknya pada sikap konsumen dan keputusan pembelian produk sikat gigi Pepsodent. Variabel eksogen persepsi kesamaan dan persepsi kesulitan, dengan sikap pelanggan merupakan variabel intervening. Sementara keputusan untuk membeli adalah variabel endogen. Data primer dikumpulkan dengan menggunakan kuesioner. Menggunakan purposive sampling, jumlah sampel 100 diperoleh dari pelanggan sikat gigi Pepsodent. Dari hasil pengolahan data, variabel persepsi kesamaan berpengaruh terhadap variabel sikap pelanggan, persepsi kesulitan tidak berpengaruh terhadap sikap pelanggan, dan persepsi kesamaan tidak mempengaruhi keputusan pembelian, Sementara persepsi kesulitan belum mempengaruhi keputusan pembelian. Kesimpulan dari penelitian ini, untuk mempengaruhi sikap pelanggan dampaknya terhadap keputusan pembelian sikat gigi Pepsodent, perusahaan harus fokus pada kualitas produk untuk mencapai tingkat kepuasan pelanggan yang tidak terlalu jauh dengan kualitas produk pesaing juga menjaga superioritas dari citra merek.

Kata kunci: persepsi kesamaan, persepsi kesulitan, sikap konsumen, keputusan pembelian, sikat gigi Pepsodent



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