

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Brand Romance* dan Inovasi terhadap *Perceived Value* serta dampaknya terhadap *Purchase Intention* (studi kasus pada pengguna Vespa Piaggio –Duri Kosambi, Jakarta Barat).Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*. Responden dalam penelitian ini sebanyak 150 responden yang sudah pernah menggunakan produk Vespa Piaggio di Duri Kosambi, Jakarta Barat.Untuk menguji validitas, reliabilitas dan pengujian hipotesis menggunakan aplikasi *Structural Equation Modeling* (SEM) dengan LISREL 8.80 dan SPSS 21.

Hasil analisis dengan menggunakan SEM menunjukkan bahwa dari empat hipotesis yang terdapat dalam penelitian ada tiga hipotesis yang berpengaruh signifikan. Hasil penelitian ini menunjukkan bahwa *Brand Romance* dan inovasi berpengaruh signifikan terhadap *Perceived Value*, dan *Perceived Value* berpengaruh signifikan terhadap *Purchase Intention*.Sedangkan satu hipotesis yang tidak berpengaruh yaitu inovasi tidak berpengaruh signifikan terhadap *Purchase Intention*.

Kata kunci :*Brand Romance*, Inovasi, *Perceived Value*, dan *Purchase Intention*



## **ABSTRACT**

*This research is to know the influence of the Brand Romance and Innovation Perceived Value and its impact Purchase Intention( a case study on the south meruya, west jakarta ).Respondents in this research of 150 respondents have been using Vespa Piaggio in duri kosambi, west jakarta. The sampling technique in this study that convenience sampling . The sampling technique in this study that convenience sampling. To test the validity, reliability and hypothesis testing using the application Structural Equation Modeling with LISREL 8.80 and SPSS 21.*

*The results of the analysis using SEM showed that of the four hypotheses included in the study, there are three hypotheses that have a significant. The result indicate that the Brand Romance and innovation significant effect on Perceived Value and Perceived Value significantly influence Purchase Intention. While the of hypothesis that did not effect that innovation did not significantly influence Purchase Intention. Keywords: the quality of information, the quality of system, the quality of service, customer satisfaction and customer loyalty.*

*Keyword :BrandRomance, Innovation, Perceived Value, and PurchaseIntention*

