

ABSTRACT

This study is intended to analyze the influence of direct selling and the brand identity on purchase intention, the study takes Tupperware as a case study.

This study employs survey method, using questioner. The questioner was distributed to the responden who bought Tupperware which location in Jakarta area. Total sample of 100 respondents were obtained.

Both descriptive and statistic analysis were used in this study. Regression analysis were employed. The results showed that direct selling and brand identity had significant influences on purchase intention, which is proved by t-test. Using partial method similarly, using simultaneous method it was found that both variables had significant effect on purchase intention.

Keyword: direct selling, brand identity, and intention to buy

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penjualan langsung dan identitas merek pada minat beli, penelitian mengambil Tupperware sebagai studi kasus.

Penelitian ini menggunakan metode survei, dengan menggunakan kuesioner. Kuesioner tersebut dibagikan kepada responden yang membeli Tupperware yang berlokasi di wilayah Jakarta. Jumlah sampel dari 100 responden diperoleh. Analisis deskriptif, statistik, dan regresi dimana ketiganya dipergunakan dalam penelitian ini. Hasil penelitian menunjukkan bahwa penjualan langsung dan identitas merek berpengaruh signifikan terhadap niat pembelian, yang dibuktikan dengan t-test. Dengan menggunakan metode parsial sama, secara simultan ditemukan bahwa kedua variabel memiliki pengaruh signifikan terhadap minat beli.

Kata Kunci : penjualan langsung, identitas merek, dan minat beli

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