

## **ABSTRACT**

*This study aims to examine and analyze the effect of product knowledge, perceived price, and brand image of purchase intention on Petro-Canada Lubricants. Sales report starting from 2010 – 2014 was taken for research data in 3 months of observation period (Desember 2014 - February 2015). Convenience sampling was use as sampling method taken by population of the population of vehicles registered users (not including the military, police, and CD), located in Jakarta according to agency statistics center of Jakarta province in 2013 (passenger car category). Multiple linier regression used for method of analysis study. The result showed product knowledge, perceived price and brand image simultaneously were having significant influence to purchase intention. Partially perceived price had been positive significant effect on purchase intention, product knowledge had been positive effect on purchase intention as well and brand image had been positive effect on purchase intention.*

*Keywords : Product Knowledge, Perceived Price, Brand Image, Purchase Intention*



## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Product Knowledge*, *Perceived Harga* dan Citra Merek terhadap Minat Beli Pelumas Petro-Canada. Data penelitian merupakan data penjualan PT. Indonesia Millenium Perdana dari tahun 2010 - 2014 yang diperoleh dari hasil observasi di PT. Indonesia Millenium Perdana (Desember 2014 – Februari 2015). Metode sampling yang digunakan adalah *convenience sampling* dari populasi pengguna kendaraan bermotor yang terdaftar (tidak termasuk TNI, POLRI, dan CD) yang berlokasi di DKI Jakarta menurut badan pusat statistik provinsi DKI Jakarta pada tahun 2013 (kategori mobil penumpang). Metode analisis yang digunakan dalam penelitian ini adalah regresi berganda. Hasil Penelitian menunjukkan bahwa *Product Knowledge*, *Perceived Harga* dan Citra Merek secara bersama sama (simultan) berpengaruh secara signifikan terhadap Minat Beli. Secara parsial menunjukkan bahwa factor *Perceived Harga* pasti berpengaruh positif dan signifikan terhadap minat beli, faktor *Product Knowledge* juga berpengaruh positif dan signifikan terhadap minat beli, dan faktor Citra Merek berpengaruh positif dan signifikan terhadap Minat beli.

Kata kunci : *Product Knowledge*, *Perceived Harga*, Citra Merek, Minat Beli

