

ABSTRACT

The competition in mobile telecommunications industry is being tight because the remaining market share is getting less. The competition among operators give effect to the consumer, they have more and more options to choose a reliable communication services. This leads consumers to switch service provider easily. This study aims to determine the effect of brand awareness and perceived quality on purchase decision-making process. The case study is simPATI Telkomsel, because the growth of simPATI subscriber is not significant.

The method to choose sample is non probability method with convenience sampling. Data were collected by distributing questioner to the respondents, and total sample of 203 respondents were obtained. Data analysis such as the test of validity, reliability testing, descriptive analysis method, the classical assumption test, multiple linear regression which consists of the t-test and F-test, correlation dimension and determinant coefficient (R^2) were employed in this study.

Using partial method, the results showed that brand awareness had significant effect on purchase decision-making process. Similarly, perceived quality was also found significant on purchase decision-making process. Using simultaneous method, it was found that both brand awareness and perceived quality had a significant effect on purchase decision-making process.

Keywords : brand awareness, perceived quality and purchase decision-making process



ABSTRAK

Kompetisi di industri telekomunikasi selular semakin ketat seiring dengan minimnya pangsa pasar yang tersisa. Persaingan antar operator memberikan dampak kepada konsumen yaitu menjadi semakin banyaknya pilihan untuk memilih layanan komunikasi yang dipercaya. Hal ini mendorong konsumen untuk berpindah-pindah layanan operator. Penelitian ini bertujuan untuk mengetahui pengaruh *brand awareness* dan *perceived quality* terhadap proses pengambilan keputusan pembelian. Objek penelitian ini yaitu simPATI Telkomsel, dikarenakan pertumbuhan jumlah pelanggan tidak signifikan.

Metode yang digunakan dalam memperoleh sampel yaitu metode *non probability* dengan teknik *convenience sampling*. Data dikumpulkan dengan cara menyebarkan kuesioner kepada para responden, dan total sampel yang dapat digunakan sejumlah 203 responden. Metode analisa data seperti uji validitas, uji reliabilitas, metode analisa deskriptif, uji asumsi klasik, regresi linear berganda yang terdiri dari uji-t dan uji-F, korelasi dimensi serta koefisien determinan (R^2) digunakan pada penelitian ini.

Secara parsial, hasil menunjukkan bahwa *brand awareness* memiliki pengaruh yang signifikan terhadap proses pengambilan keputusan pembelian. *Perceived quality* juga memiliki pengaruh yang signifikan terhadap proses pengambilan keputusan pembelian. Secara simultan, didapatkan *brand awareness* dan *perceived quality* keduanya memiliki pengaruh yang signifikan terhadap proses pengambilan keputusan pembelian.

Kata kunci : *brand awareness*, *perceived quality*, dan proses pengambilan keputusan pembelian

