

ABSTRACT

This study aims to determine the effect of perceived quality and perceived value on purchase intention brand Jobb in Taman Anggrek Mall outlet, where the products produced and sold are men's clothing products. This research is in the background because of the existence of highly competitive market competition, because many new companies emerge.

The data in this study was obtained by distributing questionnaires to 150 customers. Sampling technique in this research is using non-probability sampling method that is purposive sampling. The measurement of responses of respondents to the questionnaire by using 5 levels Likert scale. While the data analysis method used is LISREL 87 with the help of Structure Equation Model (SEM) program.

Based on the results of research indicate that perceived quality have positive and significant influence to perceived value. Perceived quality has a positive but insignificant effect on purchase intention. And perceived value has a positive and significant influence on purchase intention.

Keywords: perceived quality, perceived value, and purchase intention.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived quality* dan *perceived value* terhadap minat beli *brand* Jobb di outlet Mall Taman Anggrek, dimana produk yang diproduksi dan dijual adalah produk pakaian kerja pria. Penelitian ini di latar belakang karena adanya persaingan pasar yang sangat kompetitif, karena banyaknya perusahaan baru muncul.

Data dalam penelitian ini diperoleh dengan cara menyebarkan kuesioner kepada 150 pelanggan. Teknik pengambilan sampel dalam penelitian ini adalah dengan menggunakan *metode non probability sampling* yaitu *purposive sampling*. Adapun pengukuran tanggapan responden terhadap kuesioner dengan menggunakan 5 jenjang skala Likert. Sedangkan metode analisis data yang digunakan adalah LISREL 87 dengan bantuan program *Structure Equation Model* (SEM).

Berdasarkan hasil penelitian menunjukkan bahwa *perceived quality* mempunyai pengaruh positif dan signifikan terhadap *perceived value*. *Perceived quality* mempunyai pengaruh positif namun tidak signifikan terhadap minat beli. Dan *perceived value* mempunyai pengaruh positif dan signifikan terhadap minat beli.

Kata Kunci: *perceived quality*, *perceived value*, dan minat beli.

