

ABSTRACT

This research aims to know how influence of sales promotion and brand equity toward purchasing decision processes glasses in kasoem vision care, The research uses the example of as many as 199 respondents derived from customers of the glasses comes to Kasoem Vision care they are bogor, cianjur, Sukabumi, and cirebons region. The analysis of techniques data uses the Structural Equation Modelling (SEM) by using the tools LISREAL 8.80.

The result from research shows that Variable sales promotion has positive influence against process variable toward purchasing decisions, while the Brand Equity variable has negative toward purchasing decisions. Reseach model stated good fit cause of meet the requirements goodness of fit is $RMSEA = 0,056 \leq 0,08$, $NFI = 0,96 \geq 0,90$, $NNFI = 0,98 \geq 0,90$, $CFI = 0,99 \geq 0,90$, $IFI = 0,99 \geq 0,90$, $RFI = 0,95 \geq 0,90$ and the value of chi-square = 273,34., $df = 1,68.$, $P\text{-Value} = 0,00000$

According on the above, can explained that if sales promotion activities to be increased that will be increasing also the customers purchase decision process of against glasses product. The brand equity have negative effect against process variable toward purchasing decisions in Kasoem vision care because in the past this research was cundected were the occurrence of switching brand from A kasoem Cikini Optikal being Kasoem Vision Care, at this time the customers have not sure yet that Kasoem Vision Care brands is better or the customers still feel the same with brand before and allegedly was also influenced by other factors with regard to facing the company.

Keywords : sales promotion, brand equity, purchase decision process.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *sales promotion* dan *brand equity* terhadap proses keputusan pembelian kacamata di Kasoem Vision Care. Penelitian ini menggunakan sampel sebanyak 199 responden yang berasal dari pelanggan kacamata yang datang ke Kasoem Vision Care cabang Bogor, Cianjur, Sukabumi dan Cirebon. Teknik analisis data menggunakan *Structural Equation Modelling* (SEM) dengan menggunakan alat bantu LISREL 8.80.

Hasil dari penelitian ini menunjukkan bahwa variabel *sales promotion* mempunyai pengaruh positif terhadap variabel proses keputusan pembelian, sedangkan variabel *brand equity* mempunyai pengaruh negatif terhadap proses keputusan pembelian. Model penelitian dinyatakan *good fit* karena memenuhi persyaratan *goodness of fit* yaitu $RMSEA = 0,056 \leq 0,08$, $NFI = 0,96 \geq 0,90$, $NNFI = 0,98 \geq 0,90$, $CFI = 0,99 \geq 0,90$, $IFI = 0,99 \geq 0,90$, $RFI = 0,95 \geq 0,90$ dan nilai $\chi^2 = 273,34$, $df = 1,68$, $P\text{-Value} = 0,00000$

Berdasarkan hasil diatas, dapat dijelaskan bahwa bila kegiatan *sales promotion* ditingkatkan maka akan meningkatkan pula proses keputusan pembelian pelanggan terhadap produk kacamata, sedangkan upaya peningkatan *brand equity* Kasoem Vision Care membawa pengaruh menurunnya proses keputusan pembelian kacamata. *Brand equity* berpengaruh negatif terhadap proses keputusan pembelian kacamata di Kasoem Vision Care karena pada kurun waktu penelitian ini dilakukan sedang terjadi *switching brand* yaitu dari A. Kasoem Cikini Optikal menjadi Kasoem Vision Care, pada masa ini pelanggan belum teryakini bahwa brand Kasoem Vision Care lebih baik atau pelanggan masih merasa tetap sama dengan brand sebelumnya dan diduga juga dipengaruhi faktor lain yang berkaitan dengan kendala yang dihadapi perusahaan

Kata kunci : *sales promotion*, *brand equity*, proses keputusan pembelian