

ABSTRACT

This study aims to examine and analyze the influence of Perceived Quality, Brand Image, and Promotion on Purchase Intention of the Achilles consumer in South Jakarta. Preliminary research data was secondary data from the Achilles. Research data was from questionnaires that's distributed to the respondents. The sampling method used is incidental sampling by reason of ease to get respondents. By using the formula Tabachnick and Fidell, the number of samples is determined amounted to 100 respondents, who came from eight stores of Achilles in South Jakarta. The analytical method used is simple and multiple linear regression. The results showed that the brand image partially significant effect on purchase intention. While the perceived quality and promotion partially have no significant effect on purchase intention. Simultaneously, the third free variable, that are perceived quality, brand image and promotion significantly effect on purchase intention.

Keywords: Perceived Quality, Brand Image, Promotion, and Purchase Intention and Achilles Tyre



ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh persepsi kualitas produk, citra merek dan promosi terhadap minat beli pada konsumen ban Achilles di gerai-gerainya di Jakarta Selatan. Data awal penelitian merupakan data skunder dari pihak Achilles. Data penelitian berasal dari kuesioner yang dibagikan kepada responden. Metode sampling yang digunakan adalah *incidental sampling* dengan alasan kemudahan pengambilan data. Dengan menggunakan rumus Tabachnick dan Fidell, jumlah sampel ditentukan berjumlah 100 responden, yang berasal dari delapan toko ban Achilles di Jakarta Selatan. Metode analisis yang digunakan adalah regresi linear sederhana dan berganda. Hasil penelitian menunjukkan bahwa variabel citra merek secara parsial berpengaruh signifikan terhadap minat beli. Sedangkan variabel persepsi kualitas dan variabel promosi secara parsial tidak berpengaruh signifikan terhadap minat beli. Secara simultan, ketiga variabel bebas yaitu persepsi kualitas, citra merek dan promosi berpengaruh signifikan terhadap minat beli.

Kata Kunci : persepsi kualitas, citra merek, promosi, minat beli dan ban Achilles

