

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh sikap konsumen dan citra merek terhadap minat beli telepon seluler lumia (Studi Kasus Pada Masyarakat Kecamatan Cengkareng Jakarta Barat). Penelitian ini dilakukan terhadap 168 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, sedangkan alat analisis yang digunakan adalah Structural Equation Modeling (SEM) pada Program Lisrel. Hasil Pengujian Hipotesis menunjukkan bahwa variabel Sikap Konsumen berpengaruh signifikan terhadap variabel minat beli. Artinya, sikap konsumen yang baik dapat menimbulkan minat beli terutama untuk telepon seluler lumia. Variabel citra merek berpengaruh signifikan terhadap variabel minat beli. Artinya, citra merek yang baik mampu memberikan kesan yang baik juga sehingga dapat menciptakan minat beli. Model penelitian yang diuji dalam penelitian ini mampu memenuhi kriteria pengujian kelayakan model.

Kata Kunci ; Sikap Konsumen, Citra Merek, Minat Beli, Telepon Seluler Lumia.



ABSTRAC

This study aimed to determine the effect of s consumer attitudes and brand image of the mobile phone buying interest lumia (Case Study at Cengkareng Sub-district, West Jakarta Public). This study was conducted on 168 respondents. The sampling technique used is purposive sampling, whereas analysis tool used is Structural Equation Modeling (SEM) lisrel Program. Hypothesis Testing Results showed that Consumer Attitudes variables significantly influence the buying interest variable. That is, a good consumer attitudes can cause buying interest mainly for mobile phone lumia. Brand image variables significantly influence the buying interest variable. That is, a good brand image is able to give a good impression as well so as to creating buying interest. The research model tested in this study were able to meet the criteria for eligibility testing models.

Keywords ; Consumer Attitudes, Brand Image, Interests Buy, Cell Phones Lumia.

