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Judul Tesis : ANALISIS PENGARUH *BRAND IMAGE*, *BRAND AWARENESS*, DAN
BRAND LOYALTY TERHADAP *PURCHASE DECISION* DENGAN
PERCEIVED QUALITY SEBAGAI *VARIABEL INTERVENING* PADA
PRODUK IPHONE DI JABODETABEK

ABSTRAK

Perusahaan teknologi komunikasi Apple dengan produk *smartphone* terlarisnya iPhone, berusaha menyajikan teknologi baru pada setiap seri yang diluncurkan. Penelitian ini bertujuan untuk mengetahui bukti empiris mengenai pengaruh dan hubungan *brand image*, *brand awareness* dan *brand loyalty* terhadap *purchase decision* dengan *perceived quality* sebagai variabel *intervening* pada produk iPhone di Jabodetabek, sebab peneliti belum menemukan penelitian terdahulu yang meneliti pengaruh dan hubungan dari variabel-variabel yang diteliti pada penelitian ini secara bersama-sama dalam satu penelitian. Teknik analisis data menggunakan metode *Structural Equation Model* (SEM) *Partial Least Square* (PLS) yang diolah menggunakan SmartPls 3.0. Hasil penelitian menunjukkan bahwa *brand image*, *brand awareness* dan *brand loyalty* memiliki pengaruh yang positif dan signifikan terhadap *purchase decision*, selain itu *perceived quality* memiliki pengaruh yang positif dan signifikan terhadap *purchase decision* dan *perceived quality* berpengaruh positif dan signifikan dalam memediasi *brand image*, *brand awareness* dan *brand loyalty* terhadap *purchase decision*. Penelitian ini diharapkan dapat memberikan masukan kepada manajemen perusahaan Apple untuk mengeluarkan produk dengan harga yang lebih murah caranya perusahaan dapat membuat pabrik produksi di Indonesia untuk mengurangi biaya produksi agar bisa mengambil pasar *smartphone* android.

Kata Kunci: *Brand Image*, *Brand Awareness*, *Brand Loyalty*, *Purchase Decision*, *Perceived Quality*.

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Judul Tesis : *THE INFLUENCE OF BRAND IMAGE, BRAND AWARENESS, AND BRAND LOYALTY TO PURCHASE DECISION WITH PERCEIVED QUALITY AS AN INTERVENING VARIABLE ON IPHONE PRODUCT IN JABODETABEK*

ABSTRACT

The communication technology company Apple, with its best-selling smartphone product, the iPhone, tries to present new technology in every series that is launched. This study aims to find empirical evidence regarding the influence and relationship of brand image, brand awareness, and brand loyalty to purchase decisions with perceived quality as an intervening variable on iPhone products in Jabodetabek because researchers have not found previous research that examines the influence and relationship of these variables. examined in this study together in one study. The data analysis technique used the Partial Least Square (PLS) Structural Equation Model (SEM) method, which was processed using SmartPls 3.0. According to the study's findings, brand image, brand awareness, and brand loyalty all have a positive and significant influence on purchase decisions, in addition to perceived quality having a positive and significant influence on purchase decisions and perceived quality having a positive and significant effect in mediating brand image, brand awareness, and brand loyalty to purchase decisions. It is hoped that this research can provide input to Apple's company management about how to issue products at lower prices. The way the company can create a production factory in Indonesia is to reduce production costs so that it can capture the Android smartphone market.

Keywords: *Brand Image, Brand Awareness, Brand Loyalty, Purchase Decision, Perceived Quality.*