

Skripsi Sarjana  
Program Studi Manajemen  
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**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN  
BAN DUNLOP DI KOTA BATAM**

**NPM : 11411082**  
**Bobby Pratama Lim**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi *purchase intention* pembelian Ban Dunlop di kota Batam. Penelitian ini menggunakan variabel *brand image*, *brand awareness*, *brand association*, *perceived quality* dan *brand loyalty* sebagai variabel independen terhadap variabel *purchase intention* sebagai variabel dependen.

Penelitian ini menggunakan sampel sebanyak 192 responden yang diperoleh dari 200 kuesioner yang dibagikan di daerah Nagoya dan Sei Panas, sampel dipilih dengan menggunakan *purposive sampling method*. Metode statistik yang digunakan untuk menguji hipotesis penelitian adalah *multiple regression analysis*. Data penelitian yang terkumpul akan diproses menggunakan program *Statistical Package for Social Sciences (SPSS)*.

Hasil penelitian menunjukkan bahwa *brand image*, *perceived quality* dan *brand loyalty* berpengaruh signifikan positif terhadap *purchase intention*, hasil penelitian juga menunjukkan bahwa *brand awareness* dan *brand association* tidak memiliki pengaruh terhadap *purchase intention* pembelian Ban Dunlop di kota Batam.

**Keyword :** *Brand Image, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Purchase Intention.*

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***ANALYSIS OF FACTORS AFFECTING THE PURCHASE INTENTION OF  
DUNLOP TIRE AT BATAM***

**NPM : 11411082  
Bobby Pratama Lim**

***Abstract***

*This research aimed to analyze the factors affecting the purchase intention of buying Dunlop tire at Batam. This study aims to use variable brand image, brand awareness, brand association, perceived quality and brand loyalty as independent variable to variable purchase intention as dependent variable.*

*This study uses a sampel of 192 responden that obtained from 200 questionnaires were distributed at Nagoya and Sei Panas, the sample is selected using purposive sampling method. The statistical methods used to test the research hypothesis is the multiple regression analysis method. Research data that has been collected will be examined using the program Statistical Package for Social Sciences (SPSS).*

*Results of this study showed that brand image, perceived quality and brand loyalty has a positively significant effect on purchase intention. The result also indicates that brand awareness and brand association did not have any significant effect on purchase intention of buying Dunlop tire at Batam.*

***Keyword : Brand Image, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Purchase Intention.***