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ANALISIS PENGARUH *BRAND IMAGE*, *ATTITUDE*, *SUBJECTIVE NORM* DAN *PERCEIVED BEHAVIORAL CONTROL* TERHADAP *PURCHASE INTENTION* PADA MEREK PRODUK *TUMBLER* DI KOTA BATAM

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Abstrak

Penelitian ini bertujuan untuk menguji variabel *brand image*, *attitude*, *subjective norm* dan *perceived behavioral control* terhadap *purchase intention* pada merek produk *tumbler* di kota Batam.

Sampel pada penelitian ini adalah pengguna *tumbler* di kota Batam, dengan total 195 responden. Teknik *sampling* yang digunakan dalam penelitian ini adalah *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana peneliti memilih sampel berdasarkan kriteria-kriteria tertentu yang diinginkan peneliti yang dapat membuat hasil penelitian menjadi lebih akurat.

Hasil dari penelitian ini menunjukkan bahwa variabel *brand image*, *attitude*, *perceived behavioral control* memiliki pengaruh signifikan positif terhadap *purchase intention* dan variabel *subjective norm* tidak memiliki pengaruh pada *purchase intention*.

Kata Kunci: *Brand Image, Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention.*

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***AN ANALYSIS EFFECT OF BRAND IMAGE, ATTITUDE, SUBJECTIVE
NORM AND PERCEIVED BEHAVIORAL CONTROL TOWARDS
PURCHASE INTENTION OF BRAND PRODUCT TUMBLER
IN BATAM CITY***

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Abstract

This study aims to analyze the influence of variables brand image, attitude, subjective norm and perceived behavioral control on purchase intention of brand product tumbler in Batam city.

The sample on this research is tumbler users in Batam city, with total 195 respondents. The sampling technique used in this study is non-probability sampling with purposive sampling, which researcher have been chosen the samples based on certain criteria and which can make the results more accurate.

The results of this study indicate that the variables brand image, attitude, perceived behavioral control have significant positive influence to purchase intention and variable subjective norm have no significant effect to purchase intention.

Keywords: *Brand Image, Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention.*