

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
Management Study Program  
Odd Semester 2019/2020*

## ***ANALYSIS OF FACTORS THAT INFLUENCE PURCHASE INTENTION IN BUYING LOW COST GREEN CAR (LCGC) IN BATAM***

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### ***ABSTRACT***

*This study emphasizes the impact of the four independent variables tested, namely brand awareness, brand association, perceived quality, and brand loyalty. The research sample is consumer buyers of Low Cost Green Car (LCGC) types in Batam.*

*The questionnaire was distributed to 300 respondents who were consumers who bought LCGC cars in Batam. However, after the questionnaire was re-distributed, there were 15 questionnaires that did not return so that only 285 questionnaires could be used for data testing.*

*To make brand equity better than competitors, companies must focus on brand awareness, brand associations, perceived quality, and brand loyalty. Companies must focus on creative ways to advertise their products to attract the attention of customers and to compete with its competitors.*

***Keywords:*** *brand awareness, brand association, perceived quality, brand loyalty and purchase interest, Low Cost Green Car (LCGC).*