

ABSTRAK

Ria Juardani, 02041811016. Pengaruh *Brand Awareness* dan *Perceived Quality* terhadap Keputusan Pembelian *Marchandise Kpop* di Kota Ternate. Dibawah Bimbingan I Dr. Sulfi Abdul Haji, SE., M.Si dan Pembimbing II Ibnu Sina Hi. Yusuf, SE., M.Si.

Penelitian ini dilatarbelakangi oleh timbulnya fenomena *Halyu Wave* yang dikenal sebagai Gelombang *Kpop*. Tujuan dilakukan penelitian ini adalah untuk mengetahui pengaruh *Brand Awareness* dan *Perceived Quality* terhadap Keputusan Pembelian. Metode analisis yang digunakan adalah analisis kuantitatif. Teknik analisis data yang digunakan dalam penelitian ini adalah uji validitas dan reliabilitas, uji asumsi klasik, regresi linear berganda, uji t dan uji F.

Berdasarkan hasil penelitian dapat dilihat bahwa : (1) *Brand awareness* berpengaruh positif signifikan terhadap keputusan pembelian, dimana diperoleh $3,764 > t_{\text{tabel}} 1,290$ dan nilai signifikansi $0,000 < 0,05$. (2) *Perceived Quality* berpengaruh positif signifikan terhadap keputusan pembelian, dimana $t_{\text{hitung}} 7,940 > t_{\text{tabel}} 1,290$ dan nilai signifikansi $0,000 < 0,05$. (3) Secara simultan *Brand Awareness* dan *Perceived Quality* berpengaruh signifikan terhadap Keputusan Pembelian, dimana diperoleh $t_{\text{hitung}} 52,421 > t_{\text{tabel}} 1,290$ dan nilai signifikansi $0,000 < 0,05$. Hal ini menunjukkan bahwa secara bersama-sama variabel independen memiliki pengaruh yang signifikan terhadap variabel dependen.

Kata kunci : *Brand Awareness*, *Perceived Quality*, Keputusan Pembelian

ABSTRACT

Ria Juardani, 02041811016. The Influence of *Brand Awareness* and *Perceived Quality* on *Marchandise Kpop* Purchasing Decisions in Ternate City. Under the guidance of I Dr. Sulfi Abdul Haji, SE., M.Si and Supervisor II Ibnu Sina Hi. Joseph, S.E., M.Si.

This research was motivated by the emergence of the *Halyu Wave* phenomenon known as *the Kpop Wave*. The purpose of this study is to determine the influence of *Brand Awareness* and *Perceived Quality* on Purchasing Decisions. The analysis method used is quantitative analysis. The data analysis techniques used in this study are validity and reliability tests, classical assumption tests, multiple linear regression, t tests and F tests.

Based on the results of the study, it can be seen that: (1) *Brand awareness* has a significant positive effect on purchasing decisions, where $3,764 > t_{table} 1,290$ and significance values of $0,000 < 0.05$. (2) *Perceived Quality* has a significant positive effect on purchasing decisions, where $t_{count} 7.940 > t_{table} 1.290$ and significance value $0.000 < 0.05$. (3) Simultaneously *Brand Awareness* and *Perceived Quality* have a significant effect on Purchasing Decisions, where $t_{is\ calculated} 52.421 > t_{table} 1.290$ and significance value $0.000 < 0.05$. This shows that together the independent variables have a significant influence on the dependent variable.

Keywords : *Brand Awareness, Perceived Quality, Purchase Decision*