

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh dari *brand awareness*, *brand image* dan *perceived quality* terhadap *purchase intention*. Objek dalam penelitian ini adalah laptop merek ASUS, sedangkan subjeknya adalah konsumen laptop di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pengambilan sampel dengan teknik *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 142 responden. Data didapatkan melalui kuesioner yang didistribusikan langsung ke lapangan dan melalui *google form*. Teknik analisis data menggunakan SEM dengan *software AMOS* versi 22.

Berdasarkan hasil analisis yang telah dilakukan, menunjukkan bahwa *brand awareness* tidak berpengaruh signifikan terhadap *perceived quality*, *brand image* berpengaruh signifikan terhadap *perceived quality*, *brand awareness* berpengaruh signifikan terhadap *purchase intention*, *brand image* berpengaruh signifikan terhadap *purchase intention* dan *perceived quality* berpengaruh signifikan terhadap *purchase intention*. Secara umum laptop merek ASUS telah berhasil menarik perhatian konsumen melalui citra dan kesadaran mereknya.

Kata Kunci : *brand awareness*, *brand image*, *perceived quality*, *purchase intention*

SUMMARY

This study aims to determine the effect of brand awareness, brand image and perceived quality on purchase intention. The object in this research is ASUS brand laptop, while the subject is laptop consumers in Yogyakarta Special Region. This study uses sampling by purposive sampling technique. The number of samples in this study were 142 respondents. Data were obtained through questionnaires distributed directly to the field and through the google form. Data analysis techniques using SEM with AMOS version 22 software.

Based on the results of the analysis, show that brand awareness has no significant effect on perceived quality, brand image has a significant effect on perceived quality, brand awareness has a significant effect on purchase intention, brand image has significant effect on purchase intention and perceived quality has a significant effect on purchase intention. In general, ASUS brand laptops have managed to attract consumers' attention through their brand image and awareness.

Keywords : brand awareness, brand image, perceived quality, purchase intention