

PENGARUH KESADARAN MEREK (BRAND AWARENESS), PERSEPSI
KUALITAS (PERCEIVED QUALITY) DAN LOYALITAS MEREK (BRAND
LOYALTY) TERHADAP KEPUTUSAN PEMBELIAN PADA MOBIL SUZUKI
ERTIGA

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The purpose of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention. The samples are collected from automobile users living in Jakarta Timur, and the research adopts regression analysis and mediating test to examine the hypotheses. The results are: (a) the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive effect, (b) perceived quality has a positif effect on brand loyalty, (c) perceived quality will mediate the effect between brand awareness and purchase intention, and (d) brand loyalty will mediate the effects between brand awareness and purchase intention. This study suggests that automobile manufacturers ought to build a brand awareness is high, its brand loyalty will also increase. Customers will evaluate perceived quality of a product from their purchase experience. As a result, brand loyalty and brand preference will increase and also purchase intention.

Keywords Brand Awareness, Perceived Quality, Brand Loyalty, Purchase Intention.