

**UNIVERSITAS TARUMANAGARA**

**FAKULTAS EKONOMI**

**JAKARTA**

**TANDA PERSETUJUAN SKRIPSI**

NAMA : ANDRI HIUNJAYA YAPRIADI  
NO. POKOK MAHASISWA : 115100130  
PROGRAM/ JURUSAN : S1/ MANAJEMEN  
MATA KULIAH POKOK : MANAJEMEN PEMASARAN  
JUDUL SKRIPSI : PENGARUH *BRAND CREDIBILITY*,  
*BRAND PRESTIGE* DAN *BRAND*  
*AWARENESS* TERHADAP *PURCHASE*  
*INTENTION* PADA SMARTPHONE  
SAMSUNG DI JAKARTA: *PERCEIVED*  
*QUALITY* SEBAGAI VARIABEL  
MEDIATOR

Jakarta, 7 Januari 2014

Pembimbing

(Keni, SE., MM.)

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Tanggal: Ketua Penguji

Tanggal: Pembimbing

Tanggal: (Keni, SE., MM.)  
Anggota Penguji

## ABSTRAK

UNIVERSITAS TARUMANAGARA  
FAKULTAS EKONOMI  
JAKARTA

- (A) ANDRI HIUNJAYA YAPRIADI (115100130)
- (B) PENGARUH *BRAND CREDIBILITY*, *BRAND PRESTIGE* DAN *BRAND AWARENESS* TERHADAP *PURCHASE INTENTION* DENGAN *PERCEIVED QUALITY* SEBAGAI VARIABEL MEDIATOR PADA *SMARTPHONE SAMSUNG* DI JAKARTA
- (C) xvii + 110 hlm, 2014, tabel 34, gambar 17, lampiran 9
- (D) MANAJEMEN PEMASARAN
- (E) *Abstract: There are four purposes in this study: First, to explore the effect among brand credibility, brand prestige and brand awareness on purchase intention. Second, to explore the effect among brand credibility, brand prestige and brand awareness on perceived quality. Third, to explore the effect of perceived quality on purchase intention. Fourth, to find out if perceived quality is able to mediate brand credibility, brand prestige and brand awareness toward purchase intention. The population of this research are all Samsung smartphone users in Jakarta. The samples of this research are collected from Samsung smartphone users in Tarumanagara University. The method of data collection was conducted by distributing questionnaires to 200 respondents. The technique of data analysis used in this study was regression analysis and mediating test to examine the hypotheses. The results are: (a) the relationship between brand credibility and brand awareness have a significant and positive effect toward purchase intention, whereas brand prestige is not significant and have a negative effect toward purchase intention; (b) the relationship between brand credibility and brand awareness have a significant and positive effect toward perceived quality, whereas brand prestige is not significant toward purchase intention; (c) perceived quality has a positive effect on purchase intention; (d) perceived quality will mediate the effect between brand credibility, brand awareness and purchase intention, but perceived quality couldn't mediate the effect between brand prestige and purchase intention.*
- (F) Daftar Acuan (1986 - 2013)
- (G) (Keni, SE., MM.)

## KATA PENGANTAR

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