

ABSTRAK

Merek impor sudah memiliki citra yang besar dilingkungan masyarakat Indonesia. Dan untuk mempertahankan citra yang telah dimiliki, merek tersebut harus bisa membuat masyarakat terkesan dengan pemasarannya. Tujuan penelitian ini adalah untuk menganalisis keterkaitan hubungan antara *brand image*, *perceived quality*, *brand trust*, *brand familiarity* yang mempengaruhi dengan niat beli konsumen pada merek pakaian impor. Jenis penelitian ini kuantitatif dengan teknik *purposive sampling* yang disebarkan melalui kuesioner kepada 160 responden konsumen H&M berusia 17-40 tahun yang berada di JABODETABEK. Hasil analisis data primer dilakukan dengan metode *Struktural Equation Modeling* (SEM). Hasil penelitian menunjukkan variabel *Brand Image* memiliki pengaruh langsung paling besar terhadap *Brand Trust* diikuti oleh *Brand Image* dan *Perceived Quality*, lalu *Brand Image* dan *Purchase Intention*. Kemudian *Perceived Quality* dan *Brand Trust* tidak memiliki pengaruh langsung terhadap *Brand Image* dengan *Purchase Intention*. Hasil penelitian ini menyarankan kepada peneliti selanjutnya untuk memperluas penelitian baik dari demografi lokasi penelitian di Indonesia.

Kata kunci: Citra merek, Niat Beli, Persepsi Kualitas

ABSTRACT

Imported brands already have a big image in Indonesian society. And to maintain the image that has been owned, the brand must be able to impress people with its marketing. The purpose of this study was to analyze the relationship between brand image, perceived quality, brand trust, brand familiarity which affect consumer purchase intentions for imported clothing brands. This type of research was quantitative using a purposive sampling technique which was distributed via questionnaire to 160 H&M consumer respondents aged 17-40 years who were in JABODETABEK. The results of primary data analysis were carried out using the Structural Equation Modeling (SEM) method. The results showed that the Brand Image variable had the greatest direct influence on Brand Trust, followed by Brand Image and Perceived Quality, then Brand Image and Purchase Intention. Then Perceived Quality and Brand Trust do not have a direct influence on Brand Image with Purchase Intention. The results of this study suggest to future researchers to expand research both from the demographics of research locations in Indonesia.

Keywords: Brand image, Purchase Intention, Perceived Quality