

SKRIPSI

***BRAND IMAGE DAN BRAND AWARENESS UNTUK
MEMPREDIKSI PURCHASE INTENTION KONSUMEN NIKE
DI JAKARTA DAN TANGERANG: PERCEIVED QUALITY
SEBAGAI VARIABEL MEDIASI***



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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS TARUMANAGARA
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UNIVERSITAS TARUMANAGARA
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HALAMAN PERSETUJUAN SKRIPSI

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Jakarta, 15 Januari 2018
Pembimbing,

Dr. Keni, S.E., M.M.

UNIVERSITAS TARUMANAGARA
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ABSTRAK

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- (A) I MADE GENTA WEDANGGA (115140321)
- (B) *BRAND IMAGE DAN BRAND AWARENESS UNTUK MEMPREDIKSI PURCHASE INTENTION KONSUMEN NIKE DI JAKARTA DAN TANGERANG: PERCEIVED QUALITY SEBAGAI VARIABEL MEDIASI.*
- (C) xv + 91 Halaman, 2018, tabel 20, gambar 8, lampiran 7
- (D) MANAJEMEN PEMASARAN
- (E) ***Abstract:** The purpose of this research is to examine whether 1) brand image and brand awareness can predict purchase intention of Nike customer's in Jakarta and Tangerang, 2) brand awareness can predict perceived quality of Nike customer's in Jakarta and Tangerang, 3) perceived quality can predict of Nike customer's in Jakarta and Tangerang, and 4) perceived quality can mediate brand awareness on purchase intention of Nike customer's in Jakarta and Tangerang. The populations of this research are Nike customer's in Jakarta and Tangerang. The samples are 200 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling. Overall the result of this study are 1) brand image is positively and significantly predicted purchase intention but brand awareness is unsignificantly cannot predict purchase intention of Nike customer's in Jakarta and Tangerang, 2) brand awareness is positively and significantly predicted perceived quality of Nike customer's in Jakarta and Tangerang, 3) perceived quality is positively and significantly predicted purchase intention of Nike customer's in Jakarta and Tangerang and 4) perceived quality can mediate the positive prediction of brand awareness on purchase intention of Nike customer's in Jakarta and Tangerang.*
- (F) Daftar Acuan 54 (1988-2017)
- (G) Dr. Keni, S.E., M.M.