

Pengaruh brand awareness terhadap purchase intention: studi perbandingan pada layanan transportasi ojek online Go-jek dan Grabbike = Analysis of the relationship between brand awareness and purchase intention: comparison study on Go-jek's and Grabbike's potential customer

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Abstrak

Penelitian ini bertujuan untuk menganalisis perbandingan antara pengaruh brand awareness terhadap purchase intention Go-Jek dan GrabBike. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Penelitian ini dilakukan dengan survey kepada calon konsumen Go-Jek dan GrabBike yang berdomisili di wilayah Jabodetabek. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara brand awareness Go-Jek terhadap purchase intention dengan korelasi antar variabel mendekati sempurna. Untuk pengaruh antara brand awareness GrabBike terhadap purchase intention, hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara brand awareness GrabBike terhadap purchase intention dengan korelasi antar variabel sangat kuat.

.....This study's purpose was to analyze the effect of brand awareness towards purchase intention on the Go-Jek's and GrabBike's potential consumers, the respondents are men and women aged 18-28 years who live in Jakarta, Bogor, Depok, Tengerang, and Bekasi area. This study uses quantitative method approach. The results of this study indicate that there is a strong influence between Go-Jek's and GrabBike's brand awareness toward their purchase intention. the results of this study also indicate that both Go-Jek's and GrabBike's brand awareness and purchase intention have a very strong correlation between each variables.