

# Pengaruh Promotion, Brand Awareness, dan Perceived Quality Sarinah Terhadap Purchase Intention Pelanggan Milenial dalam Membentuk Purchase Decision = The Influence of Promotion, Brand Awareness, and Perceived Quality of Sarinah on Millennial Customers' Purchase Intention in Forming Purchase Decisions

Marpaung, Nabila Aulia, author

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## Abstrak

Pemasaran merupakan proses yang menghubungkan kegiatan jual-beli. Ritel merupakan aktivitas bisnis dalam menjual barang atau jasa secara langsung kepada konsumen, salah satu jenis ritel adalah department store. Dalam kegiatan pembelian terjadi proses pengambilan keputusan yang disebut sebagai purchase decision. Sarinah sebagai department store pertama di Indonesia yang baru saja melakukan rebranding memilih milenial sebagai target pasarnya. Brand awareness, perceived quality, dan promotion merupakan beberapa faktor yang dapat memengaruhi purchase intention dan purchase decision pelanggan. Penelitian ini dilakukan melalui pendekatan kuantitatif dengan metode survei terhadap 180 responden. Data yang diperoleh dari penelitian ini selanjutnya dianalisis dengan metode Structural Equation Modelling (SEM) dengan pendekatan PLS-SEM. Hasil penelitian menunjukkan bahwa brand awareness tidak signifikan dalam memengaruhi purchase intention dan purchase decision, perceived quality dan promotion berpengaruh signifikan terhadap purchase intention dan purchase decision, serta purchase intention berpengaruh signifikan terhadap purchase decision.

.....Marketing is a process that connects buying and selling activities. Retail is a business activity in selling goods or services directly to consumers, one type of retail is department stores. In purchasing activities, a decision-making process occurs which is called a purchase decision. Sarinah as the first department store in Indonesia has just carried out rebranding, now Sarinah chose millennials as its target market. Brand awareness, perceived quality, and promotion are several factors that can influence customer purchase intention and purchase decisions. This research conducted using a quantitative approach with survey method of 180 respondents. The data obtained from this research then analyzed using the Structural Equation Modeling (SEM) method with PLS-SEM approach. The research results show that brand awareness is not significant in influencing purchase intention and purchase decision, perceived quality and promotion have significant effect on purchase intention and purchase decision, and purchase intention has significant effect on purchase decision.