

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui Pengaruh Kesadaran Merek dan Kualitas Produk Terhadap Minat Beli Teh Botol Sosro pada Mahasiswa di Universitas Widyatama. Metode penelitian yang digunakan adalah metode dekriptif verifikatif. Responden yang terlibat dalam penelitian ini adalah sebanyak 172 Mahasiswa Universitas Widyatama. Hasil penelitian menunjukkan bahwa kesadaran merek berpengaruh terhadap minat beli dan kualitas produk berpengaruh terhadap minat beli berarti H_0 ditolak dan H_1 diterima, artinya ada pengaruh antara kesadaran merek dan kualitas produk terhadap minat beli. Besarnya pengaruh kesadaran merek dan kualitas produk terhadap minat beli adalah sebesar 50,0 persen. Sedangkan faktor lain yang tidak diteliti dan mempengaruhi minat beli adalah sebesar 50,0 persen. Hasil uji hipotesis menunjukkan F_{hitung} lebih besar dari F_{tabel} dengan demikian kesadaran merek dan kualitas produk berpengaruh secara signifikan terhadap minat beli.

Kata Kunci : Kesadaran Merek, Kualitas Produk, Minat Beli

ABSTRACT

This research was conducted with the aim to find out the Influence of Brand Awareness and Product Quality on the Purchase Intention of Teh Botol Sosro to students at Widyatama University. The research method used is the descriptive verification method. Respondents involved in this study were 172 student at Widyatama University. The results showed that brand awareness had an effect on purchase intention and product quality had an effect on purchase intention, meaning H_0 was rejected and H_1 was accepted, meaning that there was an influence between brand awareness and product quality on purchase intention. The influence of brand awareness and product quality on purchase intention is 50.0 percent. While other factors that are not examined and affect buying interest are 50.0 percent. The hypothesis test result showed that greater F_{count} is greater than F_{table} so brand awareness and product quality significantly influence purchase intention.

Key Words: Brand Awareness, Product Quality, and Purchase Intention.

