



# Pengaruh Komponen *Brand Equity* Terhadap *Purchase Intention* Pada *Smartphone* Merek Blackberry

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## INTISARI

Kebutuhan masyarakat akan teknologi komunikasi yang pintar di tengah tingginya perkembangan teknologi komunikasi membuat persaingan produsen *smartphone* kian ketat. Persaingan tersebut tidak lah mudah dilakukan kebanyakan produsen *smartphone*, disamping banyak nya bermunculan merek-merek pendatang baru dari kategori *smartphone*. Untuk menghadapi persaingan tersebut maka tiap perusahaan *smartphone* pendatang baru yang mereknya masih asing di telinga konsumen maupun perusahaan *smartphone* yang sudah sangat dikenal konsumen luas harus mempertahankan posisi mereka, salah satu cara yang bisa dilakukan yakni dengan menciptakan faktor pembeda produk dari pesaing lainnya atau salah satunya dengan cara menjaga ekuitas merek (*brand equity*) perusahaan mereka.

Penelitian ini bertujuan untuk mengukur ada tidaknya pengaruh secara langsung dan signifikan komponen *brand equity* (ekuitas merek) terhadap *purchase intention* (minat beli) pada *Smartphone* merek Blackberry dengan *background* lokasi di Yogyakarta.

Dalam penelitian ini, Pengambilan data dilakukan dengan metode pendekatan kuantitatif yakni penyebaran kuesioner di beberapa lokasi di Yogyakarta secara *cross section* pada responden pengguna *Smartphone* Blackberry sebanyak 152 responden. Metode pengambilan sample yang digunakan yakni *non-probability sampling* dengan teknik *purposive sampling* yang berjenis *judgment sampling*. Pengolahan data yang didapat diolah dengan menggunakan alat bantu SPSS dengan menggunakan analisis regresi linier berganda.

Hasil yang diperoleh dari penelitian ini menunjukkan bahwa adanya pengaruh langsung yang signifikan dari komponen *brand equity* terhadap *purchase intention* secara parsial. Hasil regresi menunjukkan pengaruh dari tiap-tiap variable komponen *brand equity* terhadap *purchase intention*, hasil tersebut menunjukkan variable yang memiliki pengaruh yang paling besar adalah variable *brand awareness*, kemudian pengaruh terbesar kedua adalah *brand loyalty*, lalu *brand association*, dan yang memiliki pengaruh terkecil adalah variable *perceived quality*. Berdasarkan hasil temuan dapat disarankan agar pihak Blackberry bisa lebih meningkatkan kualitas produk, dan melakukan inovasi-inovasi agar konsumen loyal maupun non-loyal tetap *aware* terhadap merek Blackberry dan tetap berminat melakukan pembelian terhadap produk merek Blackberry di waktu yang akan datang.

Kata kunci: *Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Purchase Intention, Blackberry*



# **Influence of Brand Equity Component Of Purchase Intention In Blackberry Smartphone Brand**

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## **ABSTRACT**

Community needs smart communications technology amid high development of communication technology makes the competition fiercer smartphone manufacturers. The competition is not easy to do most manufacturers of smartphones, in addition to his many emerging brands newcomer of the smartphone category. To face the competition then each enterprise smartphone newcomers that mark is still unfamiliar to the consumer as well as the company that is well known smartphone widespread consumer must maintain their position, one way to do that is by creating a differentiating factor from other competing products or one with how to maintain brand equity of their company.

This study aims to measure whether there is a direct and significant influence of the components of brand equity to purchase intention (buying interest) in the Smartphone background of Blackberry brand with locations in Yogyakarta.

In this study, the data retrieval is done by the quantitative approach method of distributing questionnaires at several locations in Yogyakarta in cross section on the respondent Blackberry Smartphone users as much as 152 respondents. Sampling method that used the non-probability sampling with purposive sampling manifold judgment sampling. Processing of the data obtained were processed using SPSS by using multiple linear regression analysis.

The results obtained from this study showed that the presence of a significant direct effect on the components of brand equity to partially purchase intention. Regression results show the effect of each variable component of the purchase intention of brand equity, these results indicate the variable that has the greatest influence is variable brand awareness, then the second biggest influence is brand loyalty and brand association, and who have the smallest influence is variable perceived quality. Based on the findings can be suggested that the Blackberry can further improve product quality, and make innovations that consumers are loyal and non-loyal Blackberry remain aware of the brand and still interested in making a purchase against Blackberry brand products in the future.

*Keyword: Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Purchase Intention, Blackberry*