

INTISARI

Penelitian ini bertujuan untuk mengetahui kesadaran merek, kesan kualitas, asosiasi merek dan loyalitas merek berpengaruh terhadap rasa percaya diri pelanggan atas keputusan pembelian *Smart phone* merek BlackBerry di Surabaya.

Hasil penelitian ini menunjukkan bahwa kesadaran merek, kesan kualitas, asosiasi merek, dan loyalitas merek secara simultan berpengaruh signifikan terhadap rasa percaya diri keputusan pembelian *Smart phone* BlackBerry. Pengujian hipotesis mengenai pengaruh parsial dari setiap variabel bebas di atas, bisa dijelaskan bahwa dari setiap variabel bebas penelitian yaitu: kesadaran merek, kesan kualitas, asosiasi merek, dan loyalitas merek secara parsial berpengaruh positif dan signifikan terhadap rasa percaya diri keputusan pembelian *Smart phone* BlackBerry.

Berdasarkan pada nilai koefisien pada persamaan regresi, loyalitas merek memiliki nilai yang paling tinggi diantara variabel yang lain. Temuan ini mengindikasikan bahwa loyalitas merupakan variabel yang memberikan kontribusi dominan terhadap rasa percaya diri keputusan pembelian *Smart phone* BlackBerry.

Kata Kunci : Kesan Kualitas, Loyalitas Merek dan Rasa Percaya Diri Pelanggan Atas Keputusan Pembelian.

ABSTRACT

This study aims to determine brand awareness, the impression of quality, brand associations and brand loyalty affect the confidence of customers on purchasing decisions BlackBerry Smart phone brand in Surabaya.

The results of this study showed that brand awareness, the impression of quality, brand associations and brand loyalty simultaneously significant effect on confidence in purchasing decisions BlackBerry Smartphone. Testing hypotheses about the partial effect of each independent variable on top, can be explained that the study of each independent variable is: brand awareness, the impression of quality, brand associations and brand loyalty by partial positive and significant effect on confidence in purchasing decisions BlackBerry Smartphone.

Based on the value of the coefficient on the regression equation, brand loyalty has the highest value among other variables. Findings indicate that loyalty is a variable that gives the dominant contribution to the self-confidence BlackBerry Smartphone buying decision.

Keywords : Perceived Quality, Brand Loyalty, Customer's Confidence in Purchase Decision.

