

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *brand image* dan *product knowledge* terhadap *purchase intention* yang dipengaruhi variabel moderasi *price discount* AC merek LG di Surabaya. *Brand image* ditinjau dari *strength of brand association* (kekuatan asosiasi merek), *favorability of brand association* (keuntungan asosiasi merek), dan *uniqueness of brand association* (keunikan asosiasi merek). *Product knowledge* ditinjau dari kesadaran akan kategori produk, terminologi produk, atribut atau ciri produk, dan kepercayaan tentang kategori merek produk. *Price discount* sebagai variabel moderasi ditinjau dari anggapan konsumen mengenai frekuensi pemberian potongan harga dan seberapa besar potongan harga yang diberikan. *Purchase intention* ditinjau dari sikap terhadap merek dan kepercayaan terhadap merek. Menggunakan uji SEM (*structural equation modeling*) dengan program LISREL, hasil penelitian menunjukkan adanya pengaruh *brand image* dan *product knowledge* terhadap *purchase intention* yang dipengaruhi variabel moderasi *price discount* AC merek LG di Surabaya.

ABSTRACT

This research aim to test effect of brand image and product knowledge on purchase intention moderated by price discount of AC LG in Surabaya. Brand image evaluated from strength of brand association, favorability of brand association, and uniqueness of brand association. Product knowledge evaluated from awareness of product categories, product terminology, atribut or product characteristics, beliefs about the brand category. Price discount as moderation variable evaluated from presumption of consumer about frequency of a discount and how big discounts given. Purchase intention evaluated from attitude toward the brand and confidence in the brand. Using test of SEM (structural equation modeling) with LISREL program, research result show the existence of effect of brand image and product knowledge on purchase intention moderated by price discount of AC LG in Surabaya.

Keyword: Brand image, product knowledge, purchase intention, price discount.