

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *perceived quality*, *commercial image*, dan *price image terhadap purchase intention* melalui *brand equity* pada *store brand* di supermarket dan hypermarket di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 18 *for Windows* dan Amos Graphics 21 *for Windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 200 responden supermarket dan 200 responden hypermarket, responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara *offline*.

Hasil penelitian ini menunjukkan adanya pengaruh positif *perceived quality* terhadap *brand equity*, pengaruh positif *commercial image* terhadap *brand equity*, pengaruh positif *price image* terhadap *brand equity* dan pengaruh positif *brand equity* terhadap *purchase intention*.

Kata kunci: *Perceived Quality; Commercial Image; Price Image; Brand Equity; Purchase Intention*.

ABSTRACT

The purpose of this research is to understand and analyze the influence of perceived quality, commercial image, price image toward purchase intention through brand equity in brand stores in supermarkets and hypermarkets in Surabaya.

Data processing was conducted using SPSS 18 for Windows and Amos Graphic 21 for Windows. The sampling technique that used is non-probability sampling with purposive sampling type. 200 respondents for supermarket and 200 respondents for hypermarkets, who qualify the specified characteristics of the population were the total of sample used in this research which distributed by offline questionnaire.

The result of this research that there was a positive influence between perceived quality on brand equity, a positive influence between commercial image on brand equity, a positive influence between price image on brand equity and a positive influence between brand equity on purchase intention.

Keywords : Perceived Quality; Commercial Image; Price Image; Brand Equity; Purchase Intention.