

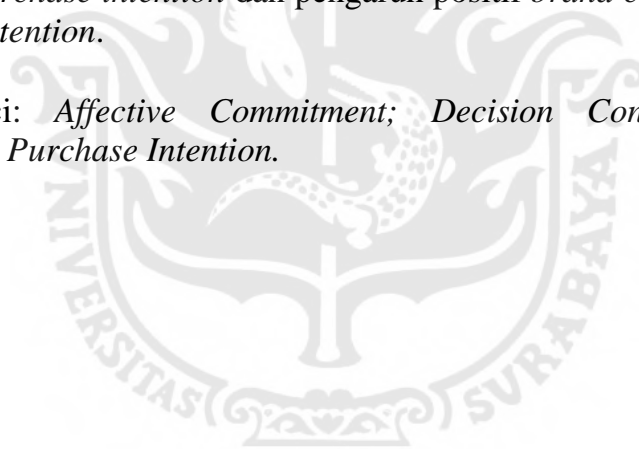
INTISARI

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *brand credibility* maskapai penerbangan terhadap *purchase intention* konsumen 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 150 responden, responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara *offline*.

Hasil penelitian ini menunjukkan adanya pengaruh positif *brand credibility* terhadap *decision convenience*, pengaruh positif *decision convenience* terhadap *purchase intention*, pengaruh positif *brand credibility* terhadap *affective commitment*, pengaruh positif *affective commitment* terhadap *purchase intention* dan pengaruh positif *brand credibility* terhadap *purchase intention*.

Kata kunci: *Affective Commitment; Decision Convenience; Brand Credibility; Purchase Intention*.



ABSTRACT

The purpose of this research is to understand and analyze the influence of airlines brand credibility toward consumer purchase intention 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. 150 respondents 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 brand credibility on decision convenience, a positive influence between decision convenience on purchase intention, a positive influence between brand credibility on affective commitment, a positive influence between affective commitment on purchase intention and a positive influence between brand credibility on purchase intention.

Keywords : Affective Commitment; Decision Convenience; Brand Credibility; Purchase Intention.

