

PENGARUH *BRAND AWARENESS* TERHADAP *PURCHASE INTENTION*
SEPATU MEREK COMPASS PADA MASYARAKAT DI SURABAYA

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ABSTRAK

Sejak kemunculannya kembali tahun 2018 dengan memperbarui *design* dan juga bekerja sama dengan banyak sekali seniman hingga anggota Band untuk berkolaborasi, sepatu Compass menjadi incaran banyak sekali penggemar *Sneakers*. Penelitian ini dilakukan dengan tujuan untuk mengetahui dan menganalisis pengaruh *Brand Awareness* terhadap *Purchase Intention*, *Brand Loyalty*, *Perceived Quality* dan *Brand Associations*, serta pengaruh *Brand Loyalty*, *Perceived Quality* dan *Brand Associations* terhadap *Purchase Intention*. Metode yang digunakan pada penelitian ini adalah *Structural Equation Model* (SEM) menggunakan *software* SmartPLS 3. Jumlah responden yang digunakan pada penelitian ini adalah 203 orang yang pernah melakukan pembelian sepatu merek Compass dalam kurun waktu dua tahun terakhir. Hasil penelitian ini menemukan bahwa *Brand Awareness* berpengaruh positif dan signifikan terhadap *Purchase Intention*, *Brand Loyalty*, *Perceived Quality* dan *Brand Associations*. Kemudian *Brand Loyalty* dan *Brand Associations* berpengaruh positif dan signifikan terhadap *Purchase Intention*, namun *Perceived Quality* tidak berpengaruh signifikan terhadap *Purchase Intention*.

Kata Kunci: *Brand Awareness*, *Purchase Intention*, *Brand Loyalty*, *Perceived Quality*,
Brand Associations

*THE INFLUENCE OF BRAND AWARENESS ON PURCHASE INTENTION OF
COMPASS SHOES IN SURABAYA COMMUNITIES*

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ABSTRACT

Since its reappearance in 2018 by updating the design and also working with various artists and band members to collaborate, Compass shoes have become the target of many sneakers fans. This research was conducted with the aim of knowing and analyzing the influence of Brand Awareness on Purchase Intention, Brand Loyalty, Perceived Quality and Brand Associations, as well as the influence of Brand Loyalty, Perceived Quality and Brand Associations on Purchase Intention. The method used in this research is Structural Equation Model (SEM) using SmartPLS 3 software. The number of respondents used in this research was 203 people who had purchased Compass brand shoes in the last two years. The results of this research found that Brand Awareness has a positive and significant effect on Purchase Intention, Brand Loyalty, Perceived Quality and Brand Associations. Then Brand Loyalty and Brand Associations have a positive and significant effect on Purchase Intention, but Perceived Quality does not have a significant effect on Purchase Intention.

Keywords: Brand Awareness, Purchase Intention, Brand Loyalty, Perceived Quality, Brand Associations