

# **PENGARUH *BRAND AWARENESS* TERHADAP *PURCHASE DECISION* KONSUMEN MINISO**

**(studi pada store PVJ dan Ciwalk)**

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## **ABSTRAK**

Penelitian ini bertujuan untuk meneliti bagaimana *Brand Awareness*, meneliti bagaimana *Purchase Decision* dan untuk meneliti bagaimana pengaruh *Brand Awareness* terhadap *Purchase Decision*. Objek penelitian ini adalah konsumen store PVJ & Ciwalk.

Metode yang digunakan adalah metode *deskriptif* dan *verifikatif*, dengan teknik pengumpulan data yaitu studi dokumentasi dan studi kepustakaan. Rancangan pengujian hipotesis menggunakan analisis regresi linier sederhana, korelasi *pearson*, koefisien determinasi, dan pengujian hipotesis uji t.

Hasil perhitungan dari analisis deskriptif menunjukkan *Brand Awareness* berada dalam kategori baik sedangkan *Purchase Decision* berada dalam kategori cukup baik serta korelasi *pearson* sebesar 0,787 yang menunjukkan bahwa korelasi antara *Brand Awareness* dengan *Purchase Decision* berada dalam tingkat hubungan yang kuat, koefisien determinasi sebesar 60,2% artinya *Brand Awareness* memiliki kontribusi sebesar 60,2% terhadap *Purchase Decision*, sisanya yaitu sebesar 39,8% dipengaruhi oleh variabel lain yang tidak diteliti misal *perceived quality* dan *brand association*. Hasil analisis pengujian hipotesis adalah terdapat pengaruh positif antara *Brand Awareness* terhadap *Purchase Decision*.

***Kata Kunci : Brand Awareness, Purchase Decision, dan Store PVJ & Ciwalk***

# ***THE EFFECT OF THE AWARENESS BRAND ON THE MINISO CONSUMER PURCHASE DECISION***

*( study at PVJ and Ciwalk store)*

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## **ABSTRACT**

*This study aims to examine how Brand Awareness, examine how the Purchase Decision and to examine how the influence of Brand Awareness on Purchase Decision. The object of this research is the PVJ & Ciwalk store consumers.*

*The method used is descriptive and verification method, with data collection techniques namely documentation studies and library studies. The design of hypothesis testing uses simple linear regression analysis, Pearson correlation, coefficient of determination, and testing the test hypothesis t.*

*The calculation results from the descriptive analysis show that Brand Awareness is in a good category while the Decision Purchases are in a fairly good category and Pearson correlation is 0.787 which indicates that the correlation between Brand Awareness and Purchase Decision is in a strong relationship, the coefficient of determination is 60.2% Brand Awareness has a contribution of 60.2% to Purchase Decision, the rest, which is 39.8%, is influenced by other variables not examined, for example perceived quality and brand association. The result of the analysis of hypothesis testing is that there is a positive influence between Brand Awareness of Purchase Decision.*

***Keywords: Brand Awareness, Purchase Decision, and Store PVJ & Ciwalk***