ABSTRACT

This study was motivated by increasing competition in celullar phone market in Indonesia with the emerge of many new brands at the market place. This phenomenon eventually reduced Nokia as a long-standing market leader in brand value. This study aimed to test the correlation of brand awareness, brand associations, perceived quality, and brand loyalty to the buying intention.

After performing study of literature study and developing hipotheses, the study performed a data collection by means of questionner dissemination to 100 Nokia celullar phone users in the Faculty of Economics of Diponegoro University in Semarang. To determine samples, this study applied a non probability sampling method. The collected data were analyzed by qualitative and quantitative methods. Quantitative method included validity and reability test, classic assumption test, least square analysis, hipothetical test with t-test and f-test, and R-square analysis. Qualitative analysis in this study was defined as an interpretation of data obtained from the study and an explanation of data analysis result from the study performed.

The data that fulfilled the validity, realibilty, and classic assumption tests were then processed resulted in the following regression formula:

$$Y = 0{,}325\ X_1 + 0{,}187\ X_2 + 0{,}247\ X_3 + 0{,}255\ X_4$$

where Y was variable buying intention, X_1 was brand awareness, X_2 was brand associtions, X_3 was perceived quality, and X_4 was brand loyalty. The hipothetical test using t-test showed that the four independent variables significantly proved affecting the dependent variable, willing to buy. The f-test showed that brand awareness, brand associatons, perceived quality, and brand loyalty variables were eligible to test the dependent variable, buying intention. The adjusted r-square result was 0,537. In other words, 53,7 percent of the buying intention variation could be explained by the four independent variables in the regression equation. The rest 46,3 percent of the variations were explained by other variables excluded in this study.

Keywords: buying intention, brand awareness, brand associations, perceived quality, brand loyalty.