

Abstract

The study is to investigate about the impact of brand awareness, brand association, perceived quality and brand loyalty on purchase intention. The purpose of this study was to determine the effect of the three independent variables on purchase intention.

This research was conducted with a questionnaire to 90 PT Pusri Palembang customer obtained by using sensus sampling techniques. Then conducted an analysis of data obtained in the form of quantitative and qualitative analysis. Quantitative analysis involves the validity and reliability testing, test classic assumptions, multiple regression analysis, Goodness of Fit test through regression coefficient (R^2), F test and t test. Qualitative analysis is an interpretation of the data obtained in this study and the results of data processing is carried out by giving a description and explanation. These results indicate that all the independent variables tested are positive and significant impact on purchase intention through the F test and t test, whereas the number Adjusted R Square of 0.407 indicates 40,7 % of the variation in people satisfaction which can be explained by four independent variable, where the remaining 59,3% is explained by other factors outside of the study.

Keywords: brand awareness, brand association, perceived quality, brand loyalty, purchase intention