ABSTRACT

This research was conducted to analyze the Effect of Brand Image, Product Quality, Product Knowledge on the Intention of Buying Vans Shoes Users in Sidoarjo. The population of this study was all users of Vans shoes in Sidoarjo using purposive sampling method. The number of samples as many as 112 respondents were calculated using the Ferdinand formula.

The results of the Brand Image analysis play a role in Purchase Intention, using the t-test, the value of the number of variable Brand Image is 3.221, the significance value is 0.002. Product quality is assessed against Purchase Intention, the value of the t-count variable Product Quality is 0.061, the significance value is 0.031. Product knowledge is assessed against Purchase Intention, the Product Knowledge variable value is 20,826 with a significance value of 0,000. Whereas Brand Image, Product Quality, Product Knowledge are related to Buying Intention. Hypothesis testing uses the f-test, the calculated value is 155,442 with a significance value of 0,000.

Key words : Brand Image, Product Quality, Product Knowledge, Purchase Intention

ABSTRAK

Penelitian ini dilakukan untuk menganalisis Pengaruh *Brand Image, Product Quality, Product Knowledge* Terhadap *Purchase Intention* Pengguna Sepatu Vans di Sidoarjo. Populasi penelitian ini adalah seluruh pengguna sepatu Vans di Sidoarjo menggunakan metode purposive sampling. Jumlah sampel sebanyak 112 responden yang dihitung menggunakan rumus Ferdinand.

Hasil analisis *Brand Image* berpengaruh terhadap *Purchase Intention*, dengan menggunakan uji-t, nilai t_{hitung} variabel *Brand Image* sebesar 3,221 nilai signifikansinya sebesar 0,002. *Product Quality* berpengaruh terhadap *Purchase Intention*, nilai t_{hitung} variabel *Product Quality* sebesar 0,061 nilai signifikansinya sebesar 0,031. *Product Knowledge* berpengaruh terhadap *Purchase Intention*, nilai t_{hitung} variabel *Product Knowledge* sebesar 20,826 nilai signifikansinya sebesar 0,000. Sedangkan *Brand Image, Product Quality, Product Knowledge* berpengaruh secara simultan terhadap *Purchase Intention*. Pengujian hipotesis menggunakan uji-f, nilai f_{hitung}sebesar 155,442 dengan nilai signifikansi 0,000.

Kata kunci: ***Brand Image, Product Quality, Product Knowledge, Purchase Intention***