

ABSTRAK

Penelitian ini bertujuan untuk mendiskripsikan dan menganalisis pengaruh *brand image*, *brand equity* dan *word of mouth* terhadap *purchase intention* di sebuah toko UMKM. Penelitian ini menggunakan kuesioner untuk pengambilan data pada konsumen produk Kurnia Bakery accessories sebanyak 40 responden. Teknik pengambilan sampel dengan metode *non probability sampling* dengan jenis *sampel jenuh*. Metode analisis data yang digunakan adalah path analisis dengan menggunakan SPSS 16.

Hasil penelitian ini menunjukkan bahwa variabel *brand image* berpengaruh signifikan terhadap *purchase intention*, *brand equity* berpengaruh signifikan terhadap *purchase intention*, *brand image* berpengaruh signifikan terhadap *word of mouth*, *brand equity* berpengaruh signifikan terhadap *word of mouth*, *word of mouth* berpengaruh signifikan terhadap *purchase intention*. Variabel *word of mouth* tidak dapat menjadi variabel intervening. Karena pengaruh langsung lebih besar dari pada pengaruh tidak langsung.

Kata kunci : *brand equity, brand image, purchase intention dan word of mouth*

Abstract

The purpose of this study was to describe and analyze the effect of brand image, brand equity and word of mouth on purchase intention in the one of small and medium enterprises. This research using the questionnaire to collect data from the customers of Kurnia Bakery accessories with the total of respondent is 40. Sampling was done using non probability sampling method especially by sensus method. Data analysis method used in this research is done by path analysis which using the SPSS Version 16.

Based on the results of data analysis known that brand image have the significant impact on purchase intention, brand equity have the significant impact on purchase intention, brand image have the significant impact on word of mouth, brand equity have the significant impact on word of mouth, word of mouth have the significant impact on purchase intention. word of mouth variable unable to become the intervening variabel because the direct impact is greater than indirect impact.

Keyword : brand equity, brand image, purchase intention and word of mouth

