THE EFFECT OF BRAND IMAGE, CONSUMER PERCEPTION, AND SERVICE QUALITY TOWARDS PURCHASE INTENTION ON TOYOTA KIJANG INNOVA IN SURABAYA

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2017
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THESIS

THE EFFECT OF BRAND IMAGE, CONSUMER PERCEPTION, AND SERVICE QUALITY TOWARDS PURCHASE INTENTION ON TOYOTA KIJANG INNOVA IN SURABAYA

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Tremendous gratitude to God and Lord Jesus Christ for all of their help, love, and guidance throughout the process of making this final assignment thesis. The thesis is a requirement in order obtain a degree in Business Management at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank:

1. Mr Dr. Lodovicus Lasdi, M.M., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.
2. Mr. Robertus Sigit H., SE., M.Sc. as the Head of the Department of the Management Faculty of Business Widya Mandala Catholic University in Surabaya.
3. Mr. Hendro Susanto, SE., MM. as first Advisor, who has taken the time, efforts, and the mind and gave a lot of advices and counsel to guide authors in completing this thesis.
4. Mr. A.Y. Yan Wellyan, SE., M.Si. as second Advisor, who has taken the time, efforts, and the mind and gave a lot of advices and counsel to guide authors in completing this thesis.
5. My father, mother, sisters, and others who participated that giving the spirit, either in the form of moral and material in completing this final task.
6. Ellyana jannet, who participated by giving supports, advices, and full-time companion in completing this final task. Gary, Revin, friends and interested parties who can not be named one by one, thank you for your prayers and support.
The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 15th June 2017

Researcher

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ABSTRACT

The purpose of this research is conducted to examine the effects of brand image, consumer perception, and service quality towards purchase intention on Toyota kijang Innova in Surabaya. The sample in this research are 100 respondents which consists of teenagers and adults at age between 20-40. The respondents can be the ones who intend to purchase a car, or the kijang Innova user itself. Sampling technique in this research use a non-probability sampling where the samples does not have known probability of being selected as in convenience or voluntary response surveys and the data collected method used is direct surveys to the respondents through the distribution of questionnaires.

The data analysis technique use in this research is multiple linear regression analysis which is the result shows that brand image, consumer perception, and service quality have positive effects towards purchase intention on Toyota kijang Innova in Surabaya. The result implies that Toyota kijang Innova should pay more attention to their brand image, consumer perception, and their service quality because these factors very influence the purchase intention on Toyota kijang Innova in Surabaya.

Keywords: Brand Image, Consumer Perception, Service Quality, Purchase Intention, Toyota Kijang Innova