

ABSTRAK

Saat ini dalam dunia usaha, banyak sekali tantangan yang perlu di hadapi oleh setiap perusahaan dalam menjalani bisnisnya. Sehingga perusahaan perlu melakukan berbagai strategi, yang salah satunya adalah *brand image* melalui *perceived quality* yang dikelola dengan baik untuk mendapatkan *purchase intention*. Populasi penelitian ini adalah konsumen yang mempunyai *smartphone* sedangkan sampel penelitian ini adalah pada responden yang mempunyai *smartphone* lainnya sebanyak 1.342 mahasiswa FE Manajemen di Universitas Kristen Maranatha Bandung.

Hasil penelitian memberikan kesimpulan, dimensi *brand identity*, *brand personality*, *brand association*, *brand attitude and behavior*, *brand competence and benefit* memiliki pengaruh signifikan terhadap *perceived quality* yang menunjukkan perusahaan lenovo perlu mempertahankan bahkan meningkatkan kinerja lenovo. Lalu *perceived quality* dimensi *conformance with specification* pada hasil penelitian ini menunjukkan lenovo perlu tetap mempertahankan kinerja dari dimensi *conformance with specification* mengenai produk lenovo yang memudahkan untuk berkomunikasi. Dan terakhir secara keseluruhan bahwa *brand image* melalui *perceived quality* memiliki pengaruh terhadap *purchase intention*. Lenovo harus tetap dapat mempertahankan kinerjanya sebagai *smartphone* yang dapat bersaing di pasaran global.

Kata kunci : *Brand Image, Perceived Quality, Purchase Intention*

ABSTRACT

Currently in the business world, many challenges that need to be faced by every company in the live business. So companies need to do a variety of strategies, one of which is the perceived quality brand image through a well-managed to get a purchase intention.

The population of this research is that consumers have a smartphone while samples in this study is the respondents who had other smartphones as many as 1,342 students of Faculty of Management at Maranatha Christian University Bandung. The results of the study are inconclusive, the dimension of brand identity, brand personality, brand association, brand attitude and behavior, brand competence and benefit to have a significant influence on the perceived quality that companies Lenovo needs to maintain and even improve the performance lenovo. Then perceived quality dimensions of conformance with the specification on the results of this study indicate that Lenovo needs to keep the performance of the dimensions of conformance with the specification of the Lenovo product that is easy to communicate. And the last overall that the brand image through perceived quality has an influence on purchase intention. Lenovo should be able to maintain its performance as a smartphone that can compete in the global market.

Keywords : *Brand Image, Perceived Quality, Purchase Intention*

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