INTISARI

Merek didefinisikan sebagai nama, istilah, tanda, symbol, atau kombinasi dari hal – hal tersebut. Tujuan pemberian merek adalah untuk mengidentifikasi produk atau jasa yang dihasilkan sehingga berbeda dari produk atau jasa yang dihasilkan pesaing. Merek bukan hanya apa yang tercetak di dalam produk atau kemasannya, tetapi termasuk apa yang ada di benak konsumen dan bagaimana konsumen mengasosiasikannya. Merek merupakan sarana bagi perusahaan untuk mengembangkan dan memelihara loyalitas perusahaan. Merek yang kuat akan menghasilkan harga yang menarik dan menjadi penghalang bagi masuknya pesaing.


Perhitungan dengan uji korelasi Pearson dengan menggunakan SPSS 11.5 dengan hasil Correlation sebesar 0.324 yang artinya Brand Image memiliki hubungan yang lemah terhadap preferensi pembelian konsumen pada produk kacang mayasi. Nilai signifikansi sebesar 0.022 yang artinya Ho ditolak, terdapat pengaruh antara brand image dan preferensi pembelian. Sedangkan hasil R square brand image sebesar 0.105 atau 10.5 % mempengaruhi preferensi pembelian dan sisanya 89.5 % dipengaruhi oleh faktor – faktor lainnya di luar brand image. Hasil penelitian secara keseluruhan bahwa brand image memiliki pengaruh terhadap preferensi pembelian namun terdapat hubungan yang lemah.
ABSTRACT

Brand was definite as a name, term, mark, symbol or combination from those kinds. The goal from brand gifting is to identity the product or service which produced to difference from the product or services which is produced by the others / rivals. Brand isn’t just by what was printed inside the product or on the cover, but also includes by what was thinking by the customer / client and now the customer / client associate it. Brand means a tool/ way for the producer / for who it may concern to expand and take an enterprise loyalty. The strong brand / the strong one could produce an interested price and become a hard for the others to sell.

This research has a purpose to know how big / much it influences and the relation between the brand image and mayasi’s selling level preference for the customer. This research was done by Universitas Kristen Maranatha Bandung student with the requirement that the customer is a person who ever bought and consumpt Mayasi’s nut product. The characteristic which used is characteristic which is easy to monitor like: gender, age, income / salary. The analysis method which is used is a Pearson Correlation analysis. The method to collect data is survey by the questionnaire and interview about the thought of mayasi’s nut product from the customer.

The calculation with Pearson correlation test using SPSS 11.5 with the correlation result for about 0.324 means that brand image had a weak relation/ poor relation with the consumer selling preference for Mayasi’s product. The significant for about 0.022 which means Ho rejected, there’s an influence between the brand image and financing preference for the R square brand image results for about 0.105 or 10.5 % influence the financing preference and the remaining 89.5 % influenced / caused by the others factors outside the brand image. The research result totally shows that brand image had an influence with the financing preference but it had a poor / weak relation.

Keyword : Brand Image dan Preference
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