

ABSTRAK

PENGARUH PERSEPSI KUALITAS DAN PERSEPSI KESESUAIAN TERHADAP PERLUASAN MEREK XIAOMI DI BANDAR LAMPUNG

OLEH :

RIA SEPTILIA

Permasalahan dalam penelitian ini adalah: masih kurangnya kepercayaannya konsumen terhadap perluasan merek Xiaomi. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kualitas terhadap perluasan merek Xiaomi, persepsi kesesuaian terhadap perluasan merek Xiaomi serta pengaruh persepsi kualitas dan persepsi kesesuaian terhadap perluasan merek Xiaomi. Populasi dalam penelitian ini adalah konsumen produk Xiaomi di Bandar Lampung. Teknik pengambilan sampel dalam penelitian ini *nonprobability sampling* dengan teknik purposive dengan jumlah sampel 100 responden. Metode analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Hasil penelitian ini secara parsial bahwa persepsi kualitas berpengaruh terhadap perluasan merek dan persepsi kesesuaian berpengaruh terhadap perluasan merek serta secara simultan persepsi kualitas dan persepsi kesesuaian berpengaruh terhadap perluasan merek Xiaomi di Bandar Lampung.

Kata kunci : Persepsi Kualitas, Persepsi Kesesuaian dan Perluasan Merek.

ABSTRACT

THE EFFECT OF PERCEIVED QUALITY AND PERCEIVED FIT ON THE EXPANSION OF THE XIAOMI BRAND IN BANDAR LAMPUNG

By
Ria Septilia

The problem in this research was the lack of consumer trust to the expansion of the Xiaomi brand. The purpose of this study was to find the effect of perceived quality on the expansion of the Xiaomi brand, perceived fit on the expansion of the Xiaomi brand and the effect of perceived quality and perceived fit on the expansion of the Xiaomi brand. The population in this study was the consumers of Xiaomi products in Bandar Lampung. The sampling technique in this study used the non-probability sampling with the purposive technique with the sample of 100 respondents. The data analysis method in this research used the multiple linear regression analysis. The result of this study was that perceived quality partially affected the brand extension and the perceived fit affected the brand extension and simultaneously the perceived quality and perceived fit affected the expansion of the Xiaomi brand in Bandar Lampung.

Keywords: perceived quality, perceived fit and Brand Extension

