

ABSTRAK

WASHINTHON ALEXANDER LUMBAN TOBING. NIM 7152210022 “Pengaruh *Brand Image*, *Perceived Quality* Terhadap Minat Beli *California Fried Chicken* (CFC) Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Stambuk 2016-2018”.

Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh *Brand Image*, *Perceived Quality*, Terhadap Minat Beli *California Fried Chicken* (CFC) Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan. Populasi dalam penelitian ini adalah populasi terbatas, yaitu mahasiswa jurusan Manajemen Fakultas Ekonomi Unimed stambuk 2016-2018. Dengan menggunakan *total sampling* ditetapkan 96 orang sebagai sampel yang diambil secara keseluruhan dari populasi. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistic menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f, dan koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas, dan uji asumsi klasik. Pengolahan data menggunakan SPSS 24.0 *for windows*. Secara parsial, *Brand Image*, *Perceived Quality* berpengaruh positif dan signifikan terhadap Minat Beli. Berdasarkan hasil penelitian, menunjukkan bahwa variabel *Brand Image*, *Perceived Quality*, secara simultan berpengaruh terhadap Minat Beli.

Kata Kunci : *Brand Image*, *Perceived Quality*, Minat Beli



ABSTRACT

WASHINTHON ALEXANDER LUMBAN TOBING. NIM 7152210022 “The Influence of Brand Image, Perceived Quality of Buying Interest in student majoring California Fried Chicken (CFC) in management at the State University of Medan’s Economics Faculty Stambuk 2016-2018”.

This study aims to determine The effect of Brand Image, Perceived Quality of Buying Interest California Fried Chicken (CFC) in students majoring in Management at the Faculty of Economics, State University of Medan. The population in this study is a limited population, namely student Majoring in Management in the Faculty of Economics Unimed for 2016-2018. By using a total sampling of 96 people were assigned as samples taken as a whole from the population. Data collection techniques in this study were carried out by distributing questionnaires whose measurements were processed statistically using multiple regression analysis and testing the hypothesis of the t test, f test, and the coefficient of determination before the data had been tested using the validity test, reliability test, and classic assumption test. Data processing using SPSS 24.0 for windows. Partially Brand Image, Perceived Quality has a positive and significant effect on Buying Interest. Based on the results of the study, showed that the Brand Image, Perceived Quality simultanenously affected Buying Interest.

Keywords : Brand Image, Perceived Quality, and Buying Interest