

INTISARI

Tingginya persaingan perusahaan *fashion* sepatu *sneakers* di kalangan remaja Surabaya mendasari peneliti untuk melakukan penelitian yang bertujuan untuk mengetahui pengaruh harga, promosi, persepsi kualitas, dan kesadaran merek terhadap keputusan pembelian produk sepatu *sneakers* merek Vans di Mahasiswa STIESIA Surabaya.

Dari penelitian terdahulu menunjukkan bahwa variabel harga, promosi, persepsi kualitas, dan kesadaran merek berpengaruh terhadap keputusan pembelian. Hasil penelitian ini menunjukkan bahwa variabel harga, promosi, persepsi kualitas, dan kesadaran merek berpengaruh signifikan dan positif terhadap keputusan pembelian.

Simpulan dari penelitian ini adalah keputusan pembelian sepatu merek Vans tidak dipengaruhi oleh faktor harga konsumen membeli sepatu karena citra dari merek Vans. Meningkatnya kegiatan promosi, persepsi kualitas produk, serta kesadaran merek konsumen mampu meningkatkan keputusan pembelian produk sepatu *sneakers* merek Vans. Saran yang dapat diberikan adalah manajemen Vans hendaknya harus meningkatkan kegiatan promosi, pembentukan persepsi kualitas produk, serta pembentukan kesadaran merek konsumen agar mampu meningkatkan keputusan pembelian sepatu *sneakers* merek Vans. Manajemen Vans juga hendaknya melebarkan segmen pasar dan memperluas *market share* agar mampu menjadi *market leader*.

Kata Kunci :Harga, Promosi, Kualitas, Merek, Pembelian.

ABSTRACT

The rapid competition exists on fashion companies of sneakers shoes among teenagers in Surabaya. This was used as a base to conduct a research in order to find out the effect of price, promotion, quality perception, and brand awareness on the purchasing decisions of Vans brand of sneakers shoes products of STIESIA Surabaya students.

This research found variables of price, promotion, quality perception and brand awareness that gave significant and positive effect on purchasing decision. This research conclude that purchasing decision of Vans shoes brand was not effected by the variables of factor price. The customers bought shoes due to the brand image of Vans.

The increasing promotion activity, product quality perception, and brand awareness were able to increase the purchasing decision of sneakers shoes product of Vans. Furthermore, this research suggested that the management of Vans had to increase the promotion activity, the formation of product quality perception, and the formation of consumers' brand awareness. These were able to increase the purchasing decision of sneakers shoes product of Vans. The management Vans should extend the maqrket segmentation and wider market share for being a market leader.

Keywords: price, promotion, quality, brand, purchasing.

