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PENGARUH *BRAND FAMILIARITY* DAN *PERCEIVED QUALITY* TERHADAP *PURCHASE DECISION* PADA PENGGUNA YOUTUBE PREMIUM MUSIC DI INDONESIA

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pendidikan Program Studi Pendidikan Bisnis



Oleh

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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

PENGARUH *BRAND FAMILIARITY* DAN *PERCEIVED QUALITY* TERHADAP *PURCHASE DECISION* PADA PENGGUNA YOUTUBE PREMIUM MUSIC DI INDONESIA

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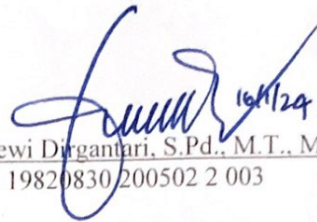
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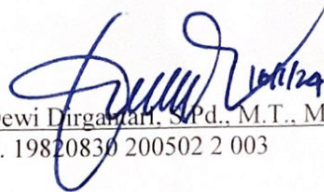
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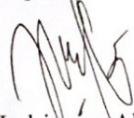
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh *Brand Familiarity* dan *Perceived Quality* terhadap *Purchase Decision* pada Pengguna Youtube Premium Music di Indonesia**" beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, Januari 2024
Yang membuat pernyataan,

A handwritten signature in black ink is written over a portion of a 10,000 Rupiah Indonesian banknote. The banknote is pink and white with a QR code and the Garuda Pancasila emblem.

Febriani Indriawan Abdusakur
1801543

ABSTRAK

Febriani Indriawan Abdusakur (1801543) “**Pengaruh *Brand Familiarity* dan *Perceived Quality* terhadap *Purchase Decision* pada Pengguna Youtube Premium Music di Indonesia**”. Di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *brand familiarity* dan *perceived quality* terhadap *purchase decision* pada pengguna Youtube Premium Music di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Variabel terikat dalam penelitian ini adalah *purchase decision* serta variabel bebas *brand familiarity* dan *perceived quality*. Populasi dalam penelitian ini adalah pengguna aplikasi YouTube Music. Pengambilan sampel dalam penelitian ini dengan menggunakan metode sampel penilaian atau *purposive sampling* dengan menggunakan teknik *non-probability sampling* terhadap 200 responden. Teknik analisis yang digunakan adalah *Structural Equation Modeling* (SEM). Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand familiarity* dan *perceived quality* berada pada kategori baik, sedangkan *purchase decision* pada kategori tinggi. Hasil penelitian menunjukkan *brand familiarity* berpengaruh signifikan terhadap *purchase decision*, *perceived quality* berpengaruh signifikan terhadap *purchase decision*, serta variabel *brand familiarity* dan *perceived quality* berpengaruh signifikan terhadap *purchase decision*.

Kata kunci: *Brand familiarity*, *perceived quality* dan *purchase decision*

ABSTRACT

Febriani Indriawan Abdusakur (1801543), ***“The Influence of Brand Familiarity and Perceived Quality on Purchase Decisions of Youtube Premium Music Users in Indonesia”***. Under the guidance of Dr. Bambang Widjajanta, M.M and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This research aims to obtain an overview and influence of brand familiarity and perceived quality on purchase decisions among YouTube Premium Music users in Indonesia. This research uses descriptive and verification methods with a quantitative approach. The dependent variable in this research is the purchase decision and the independent variables brand familiarity and perceived quality. The population in this study were users of the YouTube Music application. Sampling in this research used an assessment sample method or purposive sampling using a non-probability sampling technique for 200 respondents. The analysis technique used is Structural Equation Modeling (SEM). The results of this research show that the brand familiarity and perceived quality are in the good category, while the purchase decision is in the high category. The research results show that brand familiarity has a significant effect on purchase decisions, perceived quality has a significant effect on purchase decisions, and brand familiarity and perceived quality variables have a significant effect on purchase decisions.

Keywords: *Brand familiarity, perceived quality and purchase decision*

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