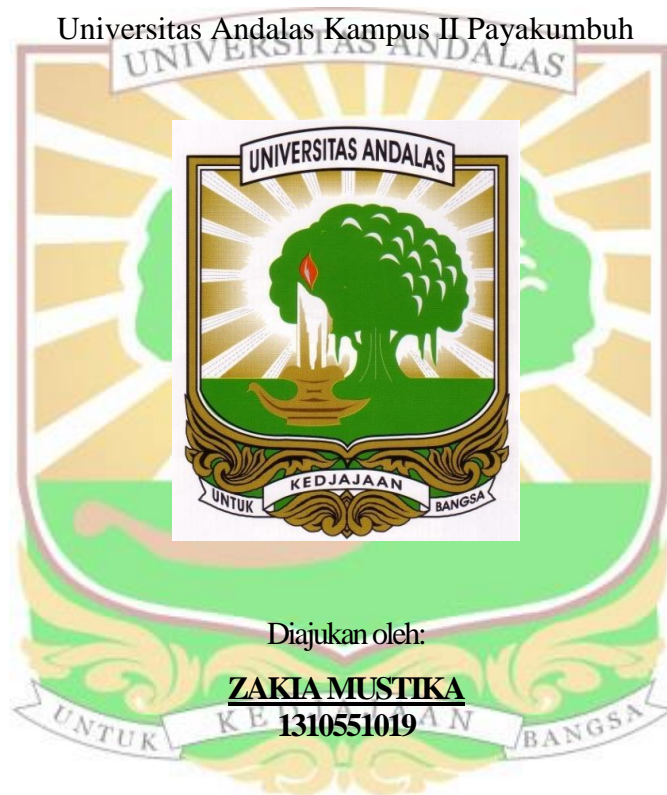


PENGEMBANGAN MODEL *PURCHASE INTENTION* BERBASIS *PRODUCT INNOVATION* DAN *PERCEIVED QUALITY* PADA USAHA TENUN TRADISIONAL MINANGKABAU DI KABUPATEN LIMA PULUH KOTA

SKRIPSI

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Sarjana pada
Program Studi S1 Jurusan Manajemen Fakultas Ekonomi
Universitas Andalas Kampus II Payakumbuh



Diajukan oleh:


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ABSTRACT

Purchase intention is one of the main concepts studied in the marketing literature. The interest of marketing scholars on purchase intention comes from its relation to buying behaviour. The aim of this study is to examine the linkage between product innovation, brand image, perceived quality and purchase intention. Accidental sampling as a part of non-probability sampling technique was followed during questionnaires data collection. This study utilizes Structural Equation Modelling and using multidimensional construct with first-order reflective and second-order formative through smartPLS Software on data from 150 respondents that is consumer or who have intention to purchase for Minangkabau traditional woven in Payakumbuh and Lima Puluh Kota, West Sumatera. The findings indicated that product innovation has a significant effect on brand image. However, perceived quality does not have a significant effect on brand image. It also revealed that perceived quality and brand image are positively related to purchase intention. The result of the study provides several theoretical and practical implications. It will help the managers and marketers to focus on the features of the innovative product and perceived quality.

Keyword: Marketing, Minangkabau, SEM-PLS

Skripsi telah dipertahankan di depansidangpenguji dan dinyatakan lulus pada tanggal 20 Juli 2017. Abstrak telah disetujui oleh:

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