

ABSTRAK

Krisdayanti, Ellen. 2019. Skripsi. “Pengaruh *Brand Awareness* dan *Perceived Quality* Terhadap Keputusan Pembeli Menggunakan Jasa Cuci Mobil AAA *Service and Station Probolinggo*”. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilaksanakan bertujuan untuk mengetahui pengaruh *brand awareness* dan *perceived quality* terhadap keputusan menggunakan jasa cuci mobil AAA *Service and Station Probolinggo*. Untuk diajukan skripsi dengan judul “Pengaruh *Brand Awareness* dan *Perceived Quality* Terhadap Keputusan Menggunakan Jasa Cuci Mobil AAA *Service and Station Probolinggo*”.

Jenis penelitian yang digunakan adalah asosiatif kuantitatif. Populasi yang dipilih adalah pelanggan atau kustomer cuci mobil AAA *Service and Station Probolinggo* yang memiliki populasi 2692 orang selama bulan Juli – Agustus 2019. Dengan mengambil teknik *random sampling* sebanyak 96 orang pelanggan menggunakan rumus slovin.

Berdasarkan hasil penelitian dari t_{hitung} menyatakan bahwa ada pengaruh signifikan antara *brand awareness* dan *perceived quality* Terhadap Keputusan Menggunakan Jasa Cuci Mobil AAA *Service and Station Probolinggo*.

Kata kunci : *Brand Awareness, Perceived Quality, Keputusan Pembelian.*

ABSTRACT

Krisdayanti, Ellen. 2019. Thesis. The Effect of Brand Awareness and Perceived Quality on Decision Purchase to Use Car Wash Services at AAA Service and Station Probolinggo. Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.

This study was conducted aimed at knowing the effect of brand awareness and perceived quality on decision to use car wash services at AAA Service and Station Probolinggo. To submit a thesis with the title "The effect of Brand Awareness and Perceived Quality on Decision to Use Car Wash Services at AAA Service and Station Probolinggo".

The type of research used is quantitative associative. The population chosen is customer of AAA Service and Station Probolinggo which has a population of 2692 people during July - Agustus. By taking random sampling technique as many as 96 customer by using slovin formula.

Based on the results of the research from t_{hitung} states that there is a significant effect of brand awareness and perceived quality on decision to use car wash services at AAA Service and Station Probolinggo.

Keywords: *Brand Awareness, Perceived Quality, Purchase Decision*