

ABSTRAK

Pada penelitian ini bertujuan untuk mengetahui seberapa besar *pengaruh brand awareness, perceived quality* dan *perceived value* terhadap tingkat penjualan pada CV. Hayati Pasaman Barat. Variabel penelitian yaitu *brand awareness* (X1), *perceived quality* (X2) *perceived value* (X3) dan tingkat penjualan (Y). Metode pengumpulan data melalui survey dan menyebarkan kuesioner dengan sampel 75 responden. Metode analisis yang digunakan adalah uji validitas dan reliabilitas, analisis regresi berganda, untuk uji hipotesis digunakan yaitu uji t dan uji F. Hasil penelitian menunjukkan a) Bahwa secara parsial terdapat pengaruh positif dan signifikan *brand awareness* terhadap tingkat penjualan. b) Bahwa secara parsial terdapat pengaruh positif dan signifikan *perceived quality* terhadap tingkat penjualan. c) Bahwa secara parsial terdapat pengaruh positif dan signifikan *perceived value* terhadap tingkat penjualan. d) Bahwa secara simultan terdapat pengaruh positif dan signifikan *brand awareness*, perilaku berbagi ilmu pengetahuan dan *perceived value* terhadap tingkat penjualan. Berdasarkan angka Adjust R square diperoleh sebesar 0,680 atau 68,0%, hal ini menunjukkan bahwa persentase sumbangan variabel independen *brand awareness* (X₁), *perceived quality* (X₂) dan *perceived value* (X₃) terhadap variabel dependent keputusan pembelian (Y) sebesar 68,0%, sedangkan sisanya sebesar 32,0% dipengaruhi variabel lain yang tidak diteliti. Sehingga peneliti menyarankan kepada CV. Hayati Pasaman Barat lebih memperhatikan *brand awareness* karna *brand awareness* lebih dominan terhadap keputusan pembelian.

Kata Kunci : *Brand Awareness, Perceived Quality, Perceived Value, Tingkat Penjualan.*

ABSTRACT

This study aims to find out how much brand awareness, perceived quality and perceived value are to the level of sales in CV. West Pasaman Hayati. The research variables are brand awareness (X1), perceived quality (X2) perceived value (X3) and sales level ((Y). The method of collecting data through surveys and distributing questionnaires with a sample of 75 respondents. The analysis methods used are validity and reliability tests, multiple regression analysis, for hypothesis tests are used, namely t tests and F tests. The results showed a) That partially there is a positive and significant influence of brand awareness on the level of sales. b) That there is a partial and significant influence of perceived quality on the level of sales. c) That there is a partial and significant influence of perceived value on the level of sales. d) That simultaneously There is a positive and significant influence of brand awareness, knowledge sharing behavior and perceived value on sales level. Based on Adjust R square figures of 0.680 or 68.0%, this shows that the percentage of contribution of the independent variables brand awareness (X₁), perceived quality (X₂) and perceived value (X₂) to the dependent variable purchase decision (Y) is 68.0 %, while the remaining 32.0,% was influenced by other variables that were not studied. So the researchers suggest CV. Hayati Pasaman Barat pays more attention to brand awareness because brand awareness is more dominant in purchasing decisions.

Keywords : Brand Awareness, Perceived Quality, Perceived Value, Sales Level.