

DEPARTEMEN PENDIDIKAN NASIONAL  
FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS AIRLANGGA

PROGRAM STUDI: MANAJEMEN  
DAFTAR No. : .....

**ABSTRAK**  
**SKRIPSI SARJANA EKONOMI**

NAMA : ITMAMUL WAFA  
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TAHUN PENYUSUNAN : 2014

**JUDUL :**

PENGARUH *PERCEIVED RISK* DAN *FAMILIARITY* TERHADAP  
*PERCEIVED QUALITY* DAN *PURCHASE INTENTIONS* PADA KLINIK  
KECANTIKAN VENUSA

**ISI :**

Industri kecantikan di Indonesia sangatlah luas dan menjanjikan dengan pertumbuhan pangsa pasar yang tinggi. Hal ini mendorong berbagai perusahaan kecantikan, menjadikan Indonesia sebagai salah satu prioritas dalam hal pengembangan pasar baru. Bisnis perawatan kecantikan terus mengalami kemajuan, dapat dilihat dari banyaknya masyarakat yang mempercayakan masalah perawatan kecantikannya pada para ahli. Situasi ini dimanfaatkan berbagai perusahaan yang bergerak di bidang *beauty and personal care* terus berinovasi menciptakan pelayanan berkualitas yang dicari pelanggan untuk dapat memenangkan pasar. Penelitian ini bertujuan untuk mengetahui pengaruh dari *perceived risk* terhadap *perceived quality*. Untuk mengetahui pengaruh dari *familiarity* terhadap *perceived quality*. Untuk mengetahui pengaruh *perceived risk* terhadap *purchase intentions*. Untuk mengetahui pengaruh *familiarity* terhadap *purchase intentions*. Untuk mengetahui pengaruh dari *perceived quality* terhadap *purchase intentions*. Obyek penelitian ini adalah Klinik Kecantikan Venusa yang ada di kota Lamongan. Teknik pengambilan sampel menggunakan *purposive sampling*. Penelitian ini menggunakan metode *path analysis*. Hasil penelitian menunjukkan bahwa *perceived risk* mempunyai pengaruh signifikan terhadap *perceived quality*. *Familiarity* mempunyai pengaruh signifikan terhadap *perceived quality*. *Perceived risk* mempunyai pengaruh tidak signifikan terhadap *purchase intentions*. *Familiarity* mempunyai pengaruh signifikan terhadap *purchase intentions*. *Perceived quality* mempunyai pengaruh signifikan terhadap *purchase intentions*.

**KATA KUNCI :** *Perceived Risk*, *Familiarity*, *Perceived Quality* dan *purchase intentions*

MINISTRY OF NATIONAL EDUCATION  
FACULTY OF ECONOMICS AND BUSINESS AIRLANGGA UNIVERSITY

STUDY PROGRAM: MARKETING MANAGEMENT  
LIST NO. : .....

**ABSTRACT**  
**GRADUATE ECONOMICS THESIS**

NAME : ITMAMUL WAFA  
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YEAR OF PREPARATION : 2014

**TITLE :**

EFFECT PERCEIVED RISK AND FAMILIARITY ON PERCEIVED QUALITY AND PURCHASE INTENTIONS AT THE VENUSA BEAUTY CLINIC

**TEXT :**

Beauty industry in Indonesia is very broad and promising growth market share is also promising. This prompted various beauty company, make Indonesia as one of the priorities in the development of new markets. Beauty care business continues to progress, it can be seen from the number of people who entrust beauty care problem in the experts. This situation is exploited various companies engaged in the field of beauty and personal care continues to innovate to create a quality of service that the customer wanted to be able to win the market. This study aimed to determine the effect of perceived risk on perceived quality. To determine the effect of familiarity on perceived quality. To determine the effect of perceived risk on purchase intentions. To determine the effect of familiarity on purchase intentions. To determine the effect of perceived quality on purchase intentions. Object of this study is Venusa Beauty Clinic in the city of Lamongan. The sampling technique used purposive sampling. This study uses the method of path analysis. The results showed that the perceived risk has a significant influence on perceived quality. Familiarity with significant influence on perceived quality. Perceived risk has no significant influence on purchase intentions. Familiarity has significant influence on purchase intentions. Perceived quality has a significant influence on purchase intentions.

**KEYWORDS :** Perceived Risk. Familiarity, Perceived Quality and Purchase Intentions