

## ABSTRAK

Penelitian ini menguji dampak dari pengaruh *sales promotion tools* yang berupa *discount*, *coupon* dan *price packs*. Serta *brand name familiarity* yang berupa merek *familiar* dan *non familiar* yang dihubungkan dengan *perceived quality* dan *intention to buy*, serta pengaruh *perceived quality* terhadap *intention to buy*. Menggunakan desain penelitian eksperimental dengan menggunakan uji Anova *Two Ways* dan regresi linier sederhana. Pengumpulan data melalui desain faktorial 3x2 dengan jumlah responden 180 dengan ketentuan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Airlangga. Terdapat 6 stimuli yang digunakan berupa *discount - familiar*, *discount - non familiar*, *coupon - familiar*, *coupon - non familiar*, *price packs - familiar*, dan *price packs - non familiar* serta diukur menggunakan skala likert. Penelitian ini menemukan bahwa *sales promotion tools* yang berupa *discount* dan *brand name familiarity* yang berupa merek *familiar* akan memberikan persepsi kualitas yang lebih tinggi terhadap produk *fashion* serta menimbulkan niat beli pada konsumen. Begitu pula dengan persepsi kualitas akan berdampak pada minat beli konsumen.

**Kata kunci:** *Sales Promotion Tools, Brand Name Familiarity, Perceived Quality, Intention to Buy, Anova, Regression*

**ABSTRACT**

*This study examines the impact of the effect of sales promotion tools with stimulus discount, coupon, and price packs and brand name familiarity with stimulus familiar and non familiar which is connected with perceived quality and intention to buy. Using this experimental research design, the writer uses Two Ways Anova and simple linear regression. Data collection is made through factorial design 3x2 with 180 students in Faculty of Economic and Business Airlangga University. There are six used stimulus, they are discount – familiar, coupon – non familiar, coupon – familiar, coupon – non familiar, price packs – familiar, and price packs – non familiar also measured through (likert scale). Familiar brand will give quality perception that higher than fashion product also create purchase intention according to consument. Never the less, quality perception will be affected to consumer's intention to buy.*

**Keywords: Sales Promotion Tools, Brand Name Familiarity, Perceived Quality, Intention to Buy, Anova, Regression**

