

**Impact of Brand Image and Discounted Price on Consumer Purchase  
Intention at H&M, Tunjungan Plaza Shopping Mall**



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**FACULTY OF BUSINESS**  
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**SURABAYA**  
**2020**

**Impact of Brand Image and Discounted Price on Consumer Purchase Intention at  
H&M, Tunjungan Plaza Shopping Mall**

**FINAL ASSIGNMENT**

Addressed to

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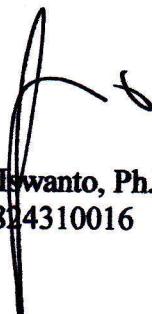
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Surabaya

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## FOREWORDS

First of all, the writer wants to thank to Almighty God, because of His bless and grace, this final assignment can be completed in time. The final assignment titled “Impact of Brand Image and Discounted Price on Consumer Purchase Intention of H&M in Tunjungan Plaza Shopping Mall”, is written as a requirement that must be met to obtain a Bachelor of Management degree at the Faculty of Business Department of International Business Management Catholic University Widya Mandala Surabaya. The writer also wants to deliver his sincere thanks to all the people who have given their hands to help him completing this paper, since it would not be done well without their support, help, and guidance.

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Author

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1. Appendix 1 : Questionnaire

## **Impact of Brand Image and Discounted Price on Consumer Purchase Intention of H&M in Tunjungan Plaza Shopping Mall**

### **ABSTRACT**

This paper tends to give an information about people behavior in consuming a one of fashion brand in Indonesia as emerging nation specially in Surabaya city. Due to the high rate of consumptive in Surabaya as second large city in Indonesia, in Surabaya there are many shopping malls that Indonesia people can go and consume and brand that they know most. In this paper will examines the consumer behavior and brand loyalty that Indonesia consumer as emerging nation.

This paper uses SEM analysis technique with the help of Partial Least Square (PLS). In this paper, for the object of this research will be consumer of H&M fashion retail shop in Tunjungan Plaza Surabaya. The sample will be 100 people or respondents with age above 17years. In this research The results show that brand image does indeed influence consumers' purchase intention. However, when the mediating variable of consumer attitude was included, the relationship was fully mediated. This showed that for the brand image of outlet malls to obtain the benefit of encouraging the purchase intention of consumers, a supportive attitude of consumers is necessary.

In other words, it is necessary to win the trust of consumers. Since the most important features of malls—discounted prices—are equivalent to long-term price promotions, they also significantly influence consumers' purchase intention. In addition, consumers are increasingly demanding that outlet malls provide more diverse and leisure-orientated functions.

**Key Word:** Shopping mall, Retail, Price promotion, Consumer trust.

## **Dampak Citra Merek dan Harga Diskon pada Niat Pembelian Konsumen di H&M, Tunjungan Plaza Shopping Mall**

### **ABSTRAK**

Makalah ini cenderung memberikan informasi tentang perilaku masyarakat dalam mengkonsumsi salah satu merek fesyen di Indonesia sebagai negara berkembang khususnya di kota Surabaya. Karena tingginya tingkat konsumtif di Surabaya sebagai kota besar kedua di Indonesia, di Surabaya ada banyak pusat perbelanjaan yang dapat dikunjungi dan dikonsumsi oleh orang Indonesia dan merek yang paling mereka kenal. Dalam makalah ini akan meneliti perilaku konsumen dan loyalitas merek yang konsumen Indonesia sebagai negara berkembang. Makalah ini menggunakan teknik analisis SEM dengan bantuan Partial Least

Kotak (PLS). Dalam tulisan ini, untuk objek penelitian ini akan menjadi konsumen toko ritel H&M fashion di Tunjungan Plaza Surabaya. Sampel akan berjumlah 100 orang atau responden dengan usia di atas 17 tahun. Dalam penelitian ini Hasil menunjukkan bahwa citra merek memang mempengaruhi niat pembelian konsumen. Namun, ketika variabel mediasi dari sikap konsumen dimasukkan, hubungannya sepenuhnya dimediasi. Hal ini menunjukkan bahwa untuk citra merek mal outlet untuk mendapatkan manfaat dari mendorong niat pembelian konsumen, diperlukan sikap yang mendukung konsumen.

Dengan kata lain, perlu untuk memenangkan kepercayaan konsumen. Karena fitur paling penting dari mal — harga diskon — setara dengan promosi harga jangka panjang, mereka juga secara signifikan memengaruhi niat pembelian konsumen. Selain itu, konsumen semakin menuntut bahwa mal outlet menyediakan fungsi yang lebih beragam dan berorientasi waktu luang.

**Kata Kunci:** Pusat perbelanjaan, Eceran, Promosi harga, Kepercayaan konsumen.