

THE IMPACT OF BRAND-RELATED FACTORS AND PERCEIVED QUALITY ON PURCHASE INTENTION: A CASE STUDY OF MAPCLUB

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ABSTRACT

GIDEON NATHANAEL LAMGOKMA SIHOMBING. The Impact of Brand-Related Factors and Perceived Quality on Purchase Intention: A Case Study of MAPCLUB. Supervised by SYAMSUL MA'ARIF and LINDA KARLINA SARI.

MAPCLUB is a fashion e-commerce and reward program in Indonesia under PT. Mitra Adiperkasa, one of the biggest fashion retailers in Indonesia that connects international brands to local consumers. Despite that, MAPCLUB is falling behind in terms of popularity compared to other fashion e-commerce platforms. This study examines the impact of brand awareness, brand consciousness, brand nationality, and perceived quality on purchase intention on MAPCLUB as a fashion e-commerce. A quantitative approach was used, drawing data from 214 Generation Z respondents, and was analyzed using PLS-SEM. The analyses show that brand awareness, brand consciousness, brand nationality, and perceived quality positively and significantly affect purchase intention among respondents in Jabodetabek. This study highlights the necessity to increase e-commerce visibility, implement promotional campaigns to enhance perceptions of exclusivity for brand-conscious customers, strengthen user experience, and continue educating customers about the platform to increase usage and purchase intention among users.

Keywords: brand equity, consumer behavior, e-commerce, fashion, PLS-SEM

ABSTRAK

GIDEON NATHANAEL LAMGOKMA SIHOMBING. Dampak Faktor-Faktor Terkait Merek dan Persepsi Kualitas terhadap Niat Beli: Studi Kasus MAPCLUB. Dibimbing oleh SYAMSUL MA'ARIF and LINDA KARLINA SARI.

MAPCLUB adalah platform *e-commerce* fesyen dan program loyalitas di Indonesia di bawah PT. Mitra Adiperkasa, salah satu retailer fashion terbesar di Indonesia yang menghubungkan merek internasional dengan konsumen lokal. Meskipun begitu, MAPCLUB tengah mengalami ketertinggalan popularitas dibandingkan e-commerce fashion lainnya. Studi ini menganalisis dampak *brand awareness*, *brand consciousness*, *brand nationality*, dan *perceived quality* terhadap *purchase intention* di MAPCLUB sebagai *e-commerce* fesyen. Pendekatan kuantitatif digunakan, dengan data yang dikumpulkan dari 214 responden Generasi Z, dan dianalisis menggunakan SEM-PLS. Analisis menunjukkan bahwa *brand awareness*, *brand consciousness*, *brand nationality*, dan *perceived quality* secara positif dan signifikan memengaruhi niat beli responden di Jabodetabek. Penelitian ini menyoroti perlunya meningkatkan visibilitas *e-commerce*, menerapkan kampanye promosi untuk meningkatkan persepsi eksklusivitas bagi pelanggan yang sadar merek, memperkuat pengalaman pengguna, dan terus mengedukasi pelanggan tentang platform guna meningkatkan penggunaan dan niat beli pengguna.

Kata kunci: ekuitas merek, e-commerce, fesyen, perilaku konsumen, PLS-SEM



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THE IMPACT OF BRAND-RELATED FACTORS AND PERCEIVED QUALITY ON PURCHASE INTENTION: A CASE STUDY OF MAPCLUB

GIDEON NATHANAEL LAMGOKMA SIHOMBING

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FOREWORD

Praise and gratitude are given to God for His abundant grace, guidance, and blessings, which have enabled the completion of this scientific work. The research, conducted from December 2024 to July 2025, is titled “The Impact of Brand-Related Factors and Perceived Quality on Purchase Intention: A Case Study of MAPCLUB”

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It is with my earnest hope that my scientific work will serve as a valuable resource for readers and contribute meaningfully to the advancement of knowledge. Hopefully, this will also serve as a source of inspiration for future research and practical applications.

Bogor, July 2025

Gideon Nathanael Lamgokma Sihombing



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