

## ABSTRAK

Distro (*Distribution Store*) di Indonesia sekarang dapat tergolong amat bertumbuh dengan cepat di industry mode. Distro lebih mengedepankan inovasi dan kreativitas *design* yang umumnya tidak membuat produk dalam kuantitas yang banyak dimana hal tersebut yang membuat produk distro terkesan lebih eksklusif daripada barang dari pabrik dikarenakan barang distro tidak banyak digunakan orang/pasaran (Andayani, 2013). Termasuk merek Maternal Disaster yang dikenal dengan konsep unik kini menghadapi persaingan di industri pakaian retail seperti distro di Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek terhadap minat beli produk Maternal Disaster pada konsumen Mahasiswa di Yogyakarta. Hipotesis penelitian ini adalah terdapat pengaruh positif dan signifikan citra merek terhadap minat beli produk Maternal Disaster. Subjek penelitian ini berjumlah 100 orang dengan kriteria mahasiswa aktif yang sedang melakukan studi di Yogyakarta. Alat pengumpulan data menggunakan skala likert dengan teknik pengambilan sampel menggunakan metode *probability sampling* jenis *random sampling* dengan menggunakan skala minat beli dan skala citra merek. Teknik analisis data menggunakan analisis regresi linear sederhana dan analisis korelasi *product moment*. Hasil analisis data diperoleh 1) Nilai signifikansi sebesar  $0,000 < 0,005$  dengan nilai t hitung yang diperoleh sebesar  $12,121 > t$  tabel 1,987. Nilai F hitung yang diperoleh sebesar 146,908 dengan signifikansi  $0,000 < 0,005$ . Hal ini menunjukkan terdapat pengaruh citra merek terhadap minat beli. 2) Nilai signifikansi *product moment* sebesar  $0,000 < 0,005$  dengan nilai pearson correlation sebesar 0,775. Hal tersebut dapat diartikan bahwa terdapat hubungan korelasi yang kuat antara citra merek dengan minat beli. 3) Berdasarkan nilai R Square diketahui 60% minat beli dipengaruhi citra merek. Sedangkan nilai koefisiensi regresi sebesar 0,542, yang dapat diartikan pengaruh yang diberikan adalah pengaruh positif. Hasil penelitian menunjukkan citra merek berpengaruh positif dan signifikan terhadap minat beli, serta terdapat hubungan signifikan dan kuat antara citra merek dengan minat beli.

**Kata kunci :** Distro, Citra Merek, Minat Beli

## ABSTRACT

*Distro (Distribution Store) in Indonesia can now be classified as very fast growing in the fashion industry. Distros prioritize design innovation and creativity which generally do not make products in large quantities which is what makes distro products seem more exclusive than goods from factories because distro goods are not widely used by people/market (Andayani, 2013). Including the Maternal Disaster brand, which is known for its unique concept, is now facing competition in the retail clothing industry such as distros in Indonesia. This study aims to determine the effect of brand image on purchase intention in Maternal Disaster products for student consumers in Yogyakarta. The hypothesis of this study is that there is a positive and significant effect of brand image on purchase intention in Maternal Disaster products. The subjects of this study amounted to 100 people with the criteria of active students who are studying in Yogyakarta. Data collection tools using a Likert Scale with sampling techniques using probability sampling methods of random sampling using a purchase interest scale and a brand image scale. Data analysis techniques using simple linear regression analysis and product moment pearson correlation analysis. The results of data analysis obtained 1) The significance value is  $0.000 < 0,005$  with  $t$  value obtained is  $12.121 > t$  table  $1.987$ . The calculated  $F$  value obtained is  $146.908$  with a significance of  $0.000 < 0.005$ . This shows that there is an influence of brand image on purchase intention. 2) The product moment significance value is  $0.000 < 0.005$  with a pearson correlation value of  $0.775$ . This can be interpreted that there is a strong correlation between brand image and purchase intention. 3) Based on the  $R$  Square value, it is known that  $60\%$  of purchase intention is influenced by brand image. Meanwhile, the regression coefficient value is  $0.542$ , which means that the influence given is a positive influence. The results showed that brand image has a positive and significant effect on purchase intention, and there is a significant and strong relationship between brand image and purchase intention.*

**Keywords :** *Distro, Brand Image, Purchase Intention*