

ABSTRACT

The phenomenon that arises in this study is that there is a problem at the House of Smith that income has decreased since the pandemic so that sales have decreased in 2020 and 2021. This condition is inversely proportional to the condition of fashion in the city of Semarang where the fashion sector has increased, especially with the existence of Semarang Fashion. The 2020 Convention which encourages the fashion sector to become one of the drivers of the economy in Semarang during the Covid-19 pandemic. House of Smith relies on the brand strength of House of Smith itself as a premium local brand to be able to compete with its competitors who sell brands from outside, but consumers say that currently their friends prefer to buy clothes with well-known brands. This study aims to determine how to increase consumer buying interest in the House of Smith.

The population of this study were all consumers of the House of Smith distribution, Semarang. The sampling technique used is convenience sampling. The samples taken were 221 consumers of the House of Smith distribution, Semarang. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Brand concept has no effect on brand equity. Brand awareness, brand association and perceived quality have a positive effect on brand equity. Brand equity has a positive effect on buying interest.

Keywords: Brand concept, Brand awareness, brand association, Quality perception, Purchase intention



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