



**MARKETING STRATEGY ANALYSIS IN  
INCREASING PURCHASE INTENTION IN RIA  
BUSANA BRANCH PRINGGAN, MEDAN**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By :**

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**FACULTY OF BUSINESS**

**MANAGEMENT STUDY PROGRAM**

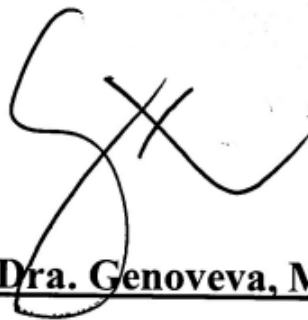
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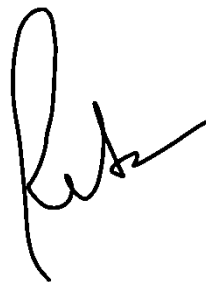
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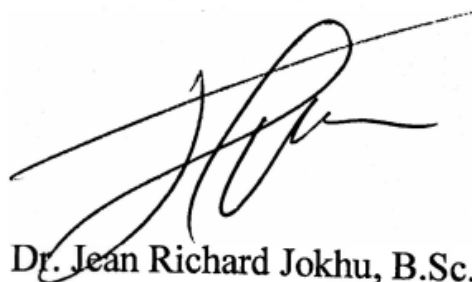
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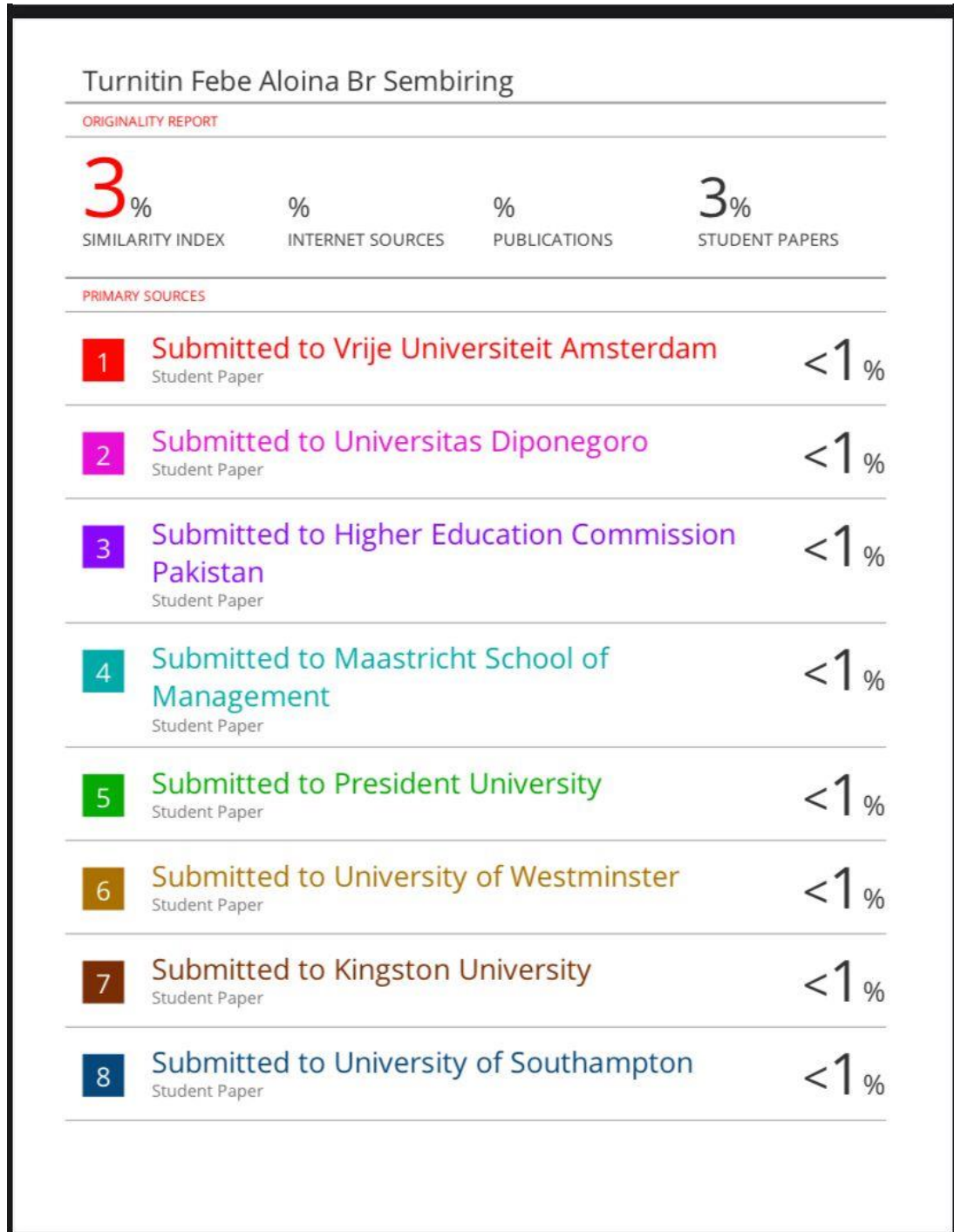
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## ABSTRACT

This research was conducted to determine the effect of marketing conducted by Ria Busana Branch Pringgane, Medan. This study uses a quantitative variable method. The marketing strategy is a very important step that must be carried out by Ria Busana Branch Pringgane, Medan to benefit from buying interest in the products being marketed. Marketing is also carried out to deal with competitors which are increasing from time to time, marketing activities carried out by a company have several goals to be achieved, both short term and long term goals. To conduct this research a quantitative methodology was used and a survey was used to collect the data. Questionnaires were distributed via the internet to clients who had visited or customers who shopped at Ria Busana Branch Pringgane, Medan. This study involved 305 participants. PLS-SEM is used for data evaluation and hypothesis testing. Thus, questionnaire reviews are significantly and directly influenced by factors such as brand awareness, excellent customer service, and perceived product quality thus having a direct impact on purchase intentions.

**Keywords :** *Brand Awareness, Service Quality, Peer Pressure, Perceived Product Quality, and Purchase Intention*



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