

## ABSTRACT

Fitriani Aida Laili. 2012 THESIS. Title: “The Analysis of Brand Preference Factors of *Inspired* Distro at Soekarno Hatta Malang”.

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Key Word : Brand Preference, Brand Association, Brand

The background of this research is the researcher interested in phenomenon which happened at Soekarno Hatta Malang. At that street there are many business of industrial distro found with various brand. However, the superior brand of *inspired* distro had a great vogue among the consumer. This phenomenon can be proved by the volume of visitor at *inspired* distro is stable at the range of 200 visitors per day which consist of visitors who are coming for buying the product or coming for checking the product only. According to this phenomenon the researcher intend to find out the factors of consumer consideration in choosing brand of *Inspired* Distro at Soekarno Hatta Malang.

The type of this research is quantitative research. Moreover, the technique used to take the sample is accidental sampling which consist of 100 respondents of *inspired* Distro consumer at Soekarno Hatta Malang. The data collecting technique used is interview and questionnaire, and the analysis instruments of this research are validity and reliability test, also analysis factor using SPSS program verse 15.0.

The final finding of this analysis has 7 factors which are being considered by the consumer in choosing the brand of inspired Distro at Soekarno Hatta Malang. The first factor are consist of modern ( $X_{7,4}$ ), confidence ( $X_{6,4}$ ), pride ( $X_{6,1}$ ), trendy ( $X_{7,3}$ ), cool admission ( $X_{6,3}$ ), stylish ( $X_{7,2}$ ) and Feminine, Masculine ( $X_{7,1}$ ). The second factors consist of elegant design ( $X_{2,2}$ ), elegant brand ( $X_{4,1}$ ), limited edition ( $X_{3,4}$ ), numerous size ( $X_{3,2}$ ), numerous colors ( $X_{3,1}$ ), and up to date design ( $X_{2,3}$ ). The third factors consist of durability of sutures ( $X_{1,2}$ ), durability of fabric ( $X_{1,3}$ ), quality of sablon ( $X_{1,4}$ ), and numerous designs ( $X_{3,3}$ ). The fourth factors consist of unique design ( $X_{2,1}$ ), comfortable ( $X_{6,2}$ ), and high quality of brand ( $X_{4,2}$ ). The fifth factors consist of relevant product for relaxing ( $X_{5,2}$ ) and relevant product for hanging out ( $X_{5,3}$ ). And the sixth factors consist of reputable brand ( $X_{4,4}$ ) and famous brand ( $X_{4,3}$ ). And the seventh factors consist of durability of colors ( $X_{1,1}$ ) and wearable for attend the lecture ( $X_{5,1}$ ).