

ABSTRACT

Today the world of telecommunications has grown rapidly. The rapid development of telecommunications at this time, is marked by the increasing use of the internet. The increasing use of the internet has encouraged the emergence of data center businesses to support activities related to telecommunications and the internet. PT. Telkom Indonesia issues NeuCentrix data center products to compete in today's data center business world.

This study aims to determine the Influence of Brand awareness and Perceived quality on Purchase intention in NeuCentrix data center. This study uses descriptive causal methods and quantitative research types. Sampling is done by probability sampling method that is simple random sampling, with the number of respondents 100. Using multiple linear regression analysis techniques.

The results of this study are that Brand awareness variables have an average percentage of 80.06% of this number obtained, which means that the variable Brand awareness position is considered Good. While the perceived quality variable has an average percentage of 82.48%, which means that the perceived quality variable position is considered very good. Variable Purchase Intention has an average percentage of 80.28%, which means the variable position of purchase intention is considered good. F count is 36,184 then $F \text{ count} \geq F \text{ table}$ so that H_0 is rejected and H_1 is accepted which means that simultaneously Brand awareness and Perceived quality have a significant Purchase Intention. T test results obtained t count X_1 of 3.011 and t count X_2 of 6.302, then $t \text{ count } X_1 \text{ and } X_2 \geq t \text{ table}$ so that H_0 is rejected and H_1 is accepted which means that partially Brand awareness and Perceived quality have a significant Purchase Intention. The coefficient of determination, obtained a value of 43.2%. This shows that Brand awareness and Perceived quality have an influence on Purchase Intention of 43.2%, while the remaining 57.8% is influenced by other factors not examined

Keywords: Brand Awareness, Perceived Quality, Purchase Intention