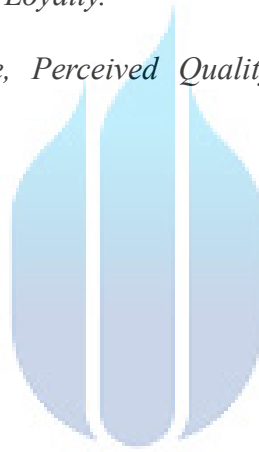


ABSTRACT

This study aims to examine and analyze the effect of Brand Image, Perceived Quality and Brand Awareness on Brand Loyalty of A&W Restaurant. Data were collected using questionnaire which were distributed to the target respondents, using a convenience sampling technique, with a total sample of 189 respondents was obtained. The method of analysis used in this study is multiple linear regression. The results showed that Brand Image, Perceived Quality and Brand Awareness simultaneously had a significant influence on Brand Loyalty. Partially Brand Image and Brand Awareness had a positive significant effect on Brand Loyalty. Perceived Quality is not having significant on the Brand Loyalty. Brand Awareness is the biggest significant variable in influencing the Brand Loyalty. It is suggested that company should to improve Brand Awareness level up to the Top Of Mind to establish Brand Loyalty.

Keywords : Brand Image, Perceived Quality, Brand awareness and Brand Loyalty.



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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Citra Merek, Persepsi Kualitas dan Kesadaran Merek terhadap Loyalitas Merek A&W Restoran. Data penelitian dikumpulkan menggunakan kuesioner yang disebarakan kepada target responden yang menggunakan teknik *convenience sampling*, dengan total sampel sebesar 189 responden. Metode analisis yang digunakan dalam penelitian ini adalah regresi linier berganda. Hasil penelitian menunjukkan Citra Merek, Persepsi Kualitas, dan Kesadaran Merek secara simultan mempengaruhi Loyalitas Merek. Secara parsial Citra Merek dan Kesadaran Merek berpengaruh signifikan positif terhadap Loyalitas Merek. Persepsi Kualitas tidak berpengaruh signifikan terhadap Loyalitas Merek. Kesadaran Merek merupakan variabel yang paling besar pengaruhnya terhadap Loyalitas Merek. Disarankan Perusahaan harus meningkatkan Kesadaran Merek hingga tingkat kesadaran puncak pikiran untuk membentuk Loyalitas Merek.

Kata kunci : Citra merek, Persepsi Kualitas, Kesadaran Merek dan Loyalitas Merek.



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