

ABSTRACT

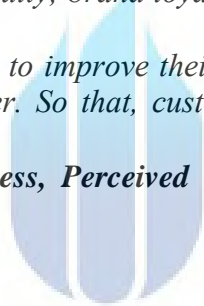
This study aimed investigate to know that influence of brand awareness, perceived quality, brand association and brand loyalty on brand equityt. The Object is BreadLife's customer in Jakarta Selatan. Research type used is exploratory research with approach quantitative descriptive.

The data collection techniques done by non-probability sampling with accidental sampling method, there are 230 total samples who are the consumers of BreadLife in Jakarta Selatan. The data are collected through questionnaire. Descriptive analysis and path analysis are used as data analysis techniques.

Data analysis was performed using Partial Least Square (PLS) analysis using SmartPls 3.0. The result of this research shows that: brand awareness has negative and not significant effect on brand equity; perceived quality has positive and not significant effect on brand equity; brand association has positive and significant effect on brand equity; brand loyalty has positive and significant effect on brand equity.

Thus, BreadLife need to improve their product quality and strengthen the brand promotion to customer. So that, customer will recognize the product and become loyal.

Key Words: Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Brand Equity.



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh brand awareness, perceived quality, brand association, dan brand loyalty terhadap brand equity. Objek penelitian ini adalah konsumen BreadLife's di Jakarta Selatan. Jenis Penelitian yang digunakan adalah penelitian penjelasan (*explanatory research*) dengan pendekatan kuantitatif.

Adapun teknik pengumpulan data dilakukan dengan teknik sample *non-probability*, dengan pemilihan sampel menggunakan metode *accidental sampling*. Sampel sebanyak 230 responden yang merupakan Pelanggan BreadLife di Jakarta Selatan. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*Path Analysis*).

Analisis data dilakukan dengan menggunakan analisis *Partial Least Square* dengan program SmartPLS 3.0. Hasil penelitian menunjukkan bahwa: variabel *brand awareness* berpengaruh negatif dan tidak signifikan terhadap variabel *brand equity*; variabel *perceived quality* berpengaruh positif dan tidak signifikan terhadap *brand equity*; variabel *brand association* berpengaruh positif dan signifikan terhadap *brand equity*; variabel *brand loyalty* berpengaruh positif dan signifikan terhadap *brand equity*.

Dengan demikian, *BreadLife* harus terus mampu menjaga kualitas produknya dan melakukan promosi. Sehingga, konsumen dapat mengenal produk mereka dan membuat pelanggan menjadi loyal.

Kata Kunci: *Kualitas Produk, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan.*

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