

# **PENGARUH CITRA MEREK, SIKAP MEREK, DAN KESADARAN MEREK TERHADAP EKUITAS MEREK PADA KONSUMEN**

## **MINUMAN COCA-COLA DI KOTA PADANG**

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**Abstrak.** Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, sikap merek dan kesadaran merek terhadap ekuitas merek pada konsumen minuman coca-cola di Kota Padang. Pada penelitian ini jumlah sampel 138 responden yang pernah meminum coca-cola lebih dari 3 kali di Kota Padang, teknik yang digunakan dalam pengambilan sampel adalah purposive sampling, data yang digunakan adalah data primer melalui penyebaran kuisioner. Metode analisis data menggunakan analisis Regresi Linier Berganda. Uji hipotesis menggunakan uji T-tes statistik untuk membuktikan pengaruh variabel independen terhadap variabel dependen. Hasil pengujian hipotesis ditemukan bahwa citra merek tidak berpengaruh terhadap ekuitas merek, sikap merek tidak berpengaruh terhadap ekuitas merek dan kesadaran merek berpengaruh signifikan terhadap ekuitas merek pada konsumen minuman coca-cola di Kota Padang.

**Kata Kunci:** Ekuitas Merek, Citra Merek, Sikap Merek, dan Kesadaran Merek

**THE INFLUENCE OF BRAND IMAGES, BRAND ATTITUDE, AND  
BRAND AWARENESS OF BRAND EQUITY IN COCA-COLA  
BEVERAGE CONSUMERS IN PADANG CITY**

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*This study aims to determine the effect of brand image, brand attitude and brand awareness on brand equity in consumers of coca-cola drinks in Padang City. In this study, a sample of 138 respondents who had taken coca-cola more than 3 times in Padang City, the technique used in sample sampling was purposive sampling, the data used were primary data through questionnaires. The method of data analysis uses Multiple Linear Regression analysis. Hypothesis testing uses a statistical T-test to prove the effect of the independent variable on the dependent variable. The results of hypothesis testing found that brand image has no effect on brand equity, brand attitude has no effect on brand equity and brand awareness has a significant effect on brand equity in coca-cola beverage consumers in Padang City.*

**Keywords:** *Brand Equity, Brand Image, Brand Attitude and Brand Awareness*