

PENGARUH KESADARAN MEREK, ASOSIASI MEREK, PERSEPSI KUALITAS DAN LOYALITAS MEREK TERHADAP EKUITAS MEREK

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek secara parsial terhadap ekuitas merek, serta mengetahui variabel mana (kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek) yang memiliki pengaruh secara signifikan terhadap ekuitas merek laptop Lenovo. Populasi dalam penelitian ini adalah masyarakat Kota Padang. Jumlah sampel 100 orang dengan kriteria mempunyai laptop Lenovo. Metode pengambilan sampel ini adalah *purposive sampling*. Jenis data yang di gunakan adalah data primer melalui penyebaran kuesioner. Metode analisis data yang di gunakan adalah *Partial least square (PLS)*

Hasil penelitian menunjukkan bahwa kesadaran merek tidak berpengaruh terhadap ekuitas merek. Asosiasi merek tidak berpengaruh terhadap ekuitas merek. Persepsi kualitas berpengaruh yang signifikan terhadap ekuitas merek dan loyalitas berpengaruh yang signifikan terhadap ekuitas merek.

Kata Kunci : Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek dan Ekuitas Merek.

***EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION, QUALITY PERCEPTION
AND BRAND LOYALTY AGAINST THE BRAND'S EQUITY***

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ABSTRACT

The purpose of this study was to study the effect of brand awareness, brand associations, perceived quality, brand loyalty to partial brands, and understand which variables (brand awareness, brand associations, perceived quality, brand loyalty) were associated with significant significance to Lenovo aptop brand equity. The population in this study is the people of Padang City. The number of samples 100 people with the criteria of having a Lenovo laptop. This sampling method is purposive sampling. The type of data used is primary data through questionnaires. Data analysis method used is Partial Least Square (PLS)

The results showed brand awareness was not approved for brand equity. Brand association does not affect brand equity. Significant quality perceptions of brand equity and significant loyalty to brand equity.

Keywords: Brand Awareness, Brand Association, Quality Perception, Brand Loyalty and Brand Equity.