

ABSTRAK

PENGARUH BRAND AWARENESS, PERCEIVED QUALITY, BRAND ASSOCIATION DAN BRAND LOYALTY TERHADAP KEYAKINAN MEREK

**Studi Kasus Konsumen Coca-Cola yang Berbelanja
di Toserba Laris Klaten**

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Tujuan dari penelitian ini adalah untuk mengetahui tingkat *brand equity* produk Coca-Cola dan pengaruh *brand awareness*, *perceived quality*, *brand association* dan *brand loyalty* berpengaruh terhadap keyakinan merek baik secara simultan maupun secara parsial.

Penelitian dilakukan di Toserba Laris Klaten pada bulan Mei-Juni 2008. Populasi penelitian ini adalah orang dewasa yang pernah dan atau sedang berbelanja produk Coca-Cola, sample penelitian ini berjumlah 100 responden menggunakan metode *convenience sampling*. Data yang diambil menggunakan kuesioner. Teknik analisis data yang digunakan adalah Analisis Regresi Linier Berganda.

Hasil penelitian ini menjelaskan bahwa *brand awareness* (X_1), *perceived quality* (X_2), *brand association* (X_3) dan *brand loyalty* (X_4) secara simultan dan parsial berpengaruh positif terhadap keyakinan merek (Y). Koefisien determinasi (R^2) sebesar 68,6%, mempunyai arti *brand awareness* (X_1), *perceived quality* (X_2), *brand association* (X_3) dan *brand loyalty* (X_4) mempunyai pengaruh terhadap keyakinan merek (Y) sebesar 68,6%, sedangkan 31,4% sisanya dipengaruhi oleh variabel lain.

ABSTRACT
**THE INFLUENCE OF BRAND AWARENESS, PERCEIVED
QUALITY, BRAND ASSOCIATION AND BRAND LOYALTY
ON BRAND CONVICTION**

A Case Study On The Consumers Coca Cola
At Laris Department Store, Klaten

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The purposes of this research were to know the level of brand equity Coca-Cola and the influence of brand awareness, perceived quality, brand association and brand loyalty on brand conviction both simultaneously and partially.

The research was conducted at Laris Department Store Klaten in Mei until June 2008. Population of the research is adult that have been and were the consumers of Coca-Cola, the research samples were 100 respondents, taken by using the convenience sampling method. Data were analyzed using Multiple Linear Regression.

The results of this research showed that brand awareness (X_1), perceived quality (X_2), brand association (X_3) and brand loyalty (X_4) simultaneously and partially influenced on brand conviction. The determination coefficient (R^2) of 68,6% indicated that brand awareness (X_1), perceived quality (X_2), brand association (X_3) and brand loyalty (X_4) explained the variability of the brand conviction (Y) about 68.6%; mean while the rest was influenced by other variables.