

**ABSTRAK**

**ANALISIS PENGARUH *BRAND AWARENESS*, *BRAND IMAGE*,  
DAN *BRAND ATTITUDE* PADA *BRAND LOYALTY* TERHADAP  
PRODUK WISATA MINAT KHUSUS PENELUSURAN GUA  
Studi Kasus: Wisatawan yang Berkunjung di Daerah Istimewa Yogyakarta**

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Secara umum, penelitian ini bertujuan untuk mengetahui sejauh mana *brand awareness* wisatawan yang mengunjungi DIY terhadap produk wisata minat khusus penelusuran gua dan pengaruh *brand awareness* pada *brand image*. Sedangkan secara khusus, bertujuan untuk mengetahui karakteristik wisatawan yang sudah/pernah membeli produk tersebut. Karakteristik wisatawan ini dibedakan berdasar segmentasi demografis dan psikografis serta pengaruh *brand image*, *brand attitude* pada *brand loyalty* terhadap produk wisata minat khusus penelusuran gua.

Penelitian ini termasuk dalam studi kasus dan kausal dengan jumlah responden 100 orang wisatawan yang mengunjungi DIY dan 30 orang wisatawan minat khusus. Untuk teknik pengambilan sampelnya, menggunakan *purposive* dan *convenience sampling*. Teknik analisis data yang digunakan untuk menjawab permasalahan yang berhubungan dengan karakteristik wisatawan adalah analisis persentase. Sedangkan analisis regresi sederhana digunakan untuk menjawab hipotesis pertama, kedua, dan ketiga.

Berdasarkan hasil analisis data dapat diketahui bahwa:(1) *brand awareness* berpengaruh positif terhadap *brand image*, (2) *brand image* tidak berpengaruh positif terhadap *brand attitude*, (3) *brand attitude* tidak berpengaruh positif terhadap *brand loyalty*.

**ABSTRACT**

**AN ANALYSIS OF THE BRAND AWARENESS, BRAND  
IMAGE AND BRAND ATTITUDE TOWARD BRAND  
LOYALTY OF CAVING AS A A TOURISM PRODUCT  
A case study on tourists who visit Yogyakarta**

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Generally, this research is intended to understand the brand awareness of the tourists who visit Yogyakarta toward caving as a tourism product and also to understand the impact of brand awareness toward brand image. And specifically, it is intended to understand the characteristics of the tourists who have ever enjoyed the product. The tourist is segmented by the demography and the psychography. This research is also intended to understand the impact of brand image, brand attitude toward brand loyalty of caving as a tourism product.

This research based on case study dan causal that involves 100 respondents who visit Yogyakarta, and 30 tourist who have special interest on caving. The data is taken from samples, and the technique is purposive and convenience sampling. The technique of data analysis employed is to answer the question on problem related to the characteristics of the tourist, is percentage analysis. While the simple analysis of regression is employed to answer the first, second, and the third hypotheses.

Based on the data analysis, we come to the conclusions that: (1) brand awareness has an impact on the brand image, (2) the brand image has no impact on the brand attitude, (3) brand attitude has no impact on brand loyalty.