

## **ABSTRAK**

### **PENGARUH ELEMEN-ELEMEN *BRAND EQUITY* TERHADAP KEPUASAN KONSUMEN SUATU PRODUK**

Studi Kasus Konsumen Tas Bermerek Exsport pada Pelajar SMAN 2 Klaten Di  
Kabupaten Klaten

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Penelitian ini bertujuan untuk mengetahui pengaruh elemen-elemen *brand equity* yang meliputi *brand awareness*, *brand association*, *brand perceived quality* dan *brand loyalty* terhadap kepuasan konsumen suatu produk tas bermerek Exsport. Penelitian ini dilakukan selama bulan November sampai Desember 2009 di SMAN 2 Klaten. Pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi dalam penelitian ini adalah siswa-siswi SMAN 2 Klaten yang menggunakan produk tas bermerek Exsport. Sampel dalam penelitian ini sebanyak 100 responden, dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa *brand awareness*, *brand association*, *brand perceived quality* dan *brand loyalty* secara bersama-sama berpengaruh terhadap kepuasan konsumen suatu produk dan secara parsial *brand awareness*, *brand association*, *brand perceived quality* dan *brand loyalty* berpengaruh terhadap kepuasan konsumen suatu produk.

## **ABSTRACT**

### **THE INFLUENCE OF BRAND EQUITY ON CUSTOMER SATISFACTION The case study by bag's customer of exsport at sman 2 klaten in klaten regency**

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This study was aimed to identify the influence of Brand Equity (which consist of brand awareness, Brand association, brand perceived quality and brand loyalty on customer satisfaction) to customer satisfaction of "EXSPORT" bag among SMAN 2 Klaten students. The research had been held from November to December 2009 at SMA 2 Klaten. The collection data was taken by using questioner. The population of the research were the students of SMA 2 Klaten who used "EXSPORT" bag. There were 100 respondents as the samples. The study used purposive sample technique. The data analysis technique, which was used, was multiple linear regression. The result of the research indicated that brand awareness, brand association, brand perceived quality and brand loyalty influenced to customer satisfaction to a product partially and simultaneously.