

Halaman Abstrak

PENGARUH EKUITAS MEREK RESTORAN LOVING HUT TERHADAP KEPUTUSAN PEMBELIAN

(Survei Pada Konsumen Restoran Loving Hut Express Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran merek, persepsi kualitas produk, persepsi kualitas jasa, asosiasi merek dan loyalitas merek secara simultan dan parsial terhadap keputusan pembelian. Jenis penelitian adalah studi kasus yang dilaksanakan di Restoran Loving Hut Express Mrican Jl. Mozez Gatot Kaca Yogyakarta. Populasi dalam penelitian ini yaitu seluruh konsumen restoran Loving Hut Yogyakarta. Sampel yang digunakan sebanyak 100 responden. Teknik pengambilan sampel adalah *incidental sampling*. Teknik yang digunakan dalam pengumpulan data adalah kuesioner yang bertujuan untuk mendapatkan data mengenai pengaruh kesadaran merek, persepsi kualitas produk, persepsi kualitas jasa, asosiasi merek dan loyalitas merek secara simultan dan parsial terhadap keputusan pembelian. Dalam menganalisis data yang telah diperoleh penulis menggunakan analisis regresi berganda. Untuk mengetahui pengaruh secara simultan digunakan uji F, dan untuk mengetahui pengaruh secara parsial digunakan uji t. Dari hasil penelitian diperoleh bahwa secara simultan kelima variabel yaitu kesadaran merek, persepsi kualitas produk, persepsi kualitas jasa, asosiasi merek dan loyalitas merek berpengaruh terhadap keputusan pembelian. Pada hasil penelitian secara parsial hanya empat variabel yaitu persepsi kualitas produk, persepsi kualitas jasa, asosiasi merek dan loyalitas merek yang berpengaruh terhadap keputusan pembelian.

ABSTRACT

**THE INFLUENCE OF BRAND EQUITY OF LOVING HUT
RESTAURANT
TOWARDS DECISION TO PURCHASE**

(A Survey on Consumers At Loving Hut Restaurant Express Yogyakarta)

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This study aims to know the influences of brand awareness, perceived product quality, perceived service quality, brand associations and brand loyalty simultaneously and partially towards purchasing decision. This research was a case study at Loving Hut Express Restaurant at Mrican Mozez Gatot Kaca street, Yogyakarta. The population in this research was the consumers of Loving Hut Express and the sample was taken as many as 100 respondents. The sampling technique applied was incidental sampling. Data gathering technique used was questionnaire which aimed to obtain the influences of brand awareness, perceived product quality, perceived service quality, brand associations and brand loyalty simultaneously and partially towards purchasing decision. To analyze the collected data, the research employed multiple regression analysis, to find out the simultant influence the research used F test, and to find out the partial influence the research used t test. Based on the data analysis, research concluded that simultaneously Brand Equity (Brand Awareness, Perceived Product Quality, Perceived Services Quality, Brand Association, and Brand Loyalty) influenced purchasing decision of Loving Hut Express consumers. On the other hand partially, only four variables (Perceived of Product Quality, Perceived of Services Quality, Brand Association, Brand Loyalty) influenced purchasing decision of Loving Hut Express consumers.