

ABSTRAK

**PENGARUH *CUSTOMER BASED BRAND EQUITY* TERHADAP
KEPUTUSAN PEMBELIAN ULANG MELALUI KEMAUAN
MEMBELI HARGA PREMIUM**

**Studi Kasus Pada Mahasiswa Universitas Sanata Dharma Yogyakarta
Konsumen Waralaba KFC**

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Tujuan dari penelitian ini adalah: untuk mengetahui dan menganalisis 1.) pengaruh *Customer Based Brand Equity Kentucky Fried Chicken* (CBBE KFC) terhadap kemauan membeli harga premium, 2). pengaruh kemauan membeli harga premium terhadap keputusan membeli ulang produk KFC. Populasi dalam penelitian ini adalah mahasiswa universitas Sanata Dharma Yogyakarta konsumen produk KFC. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel yang digunakan *purposive sampling*. Data diperoleh dengan teknik kuesioner. Teknik analisis data yang digunakan adalah Analisis Presentase, Uji Validitas, Uji Reliabilitas, dan analisis *Structural Equation Modeling* (SEM). Hasil analisis data menunjukkan bahwa: 1). CBBE KFC berpengaruh secara signifikan terhadap kemauan membeli harga premium. 2). Kemauan membeli harga premium berpengaruh secara signifikan terhadap keputusan pembelian ulang produk KFC.

Kata kunci: CBBE, harga premium, pembelian ulang, dan model persamaan struktural, SEM.

ABSTRACT

**THE INFLUENCE OF CUSTOMER BASED BRAND EQUITY TO THE
REPURCHASE DECISION THROUGH THE WILLINGNESS TO
BUY PREMIUM PRICE**

A Case Study on Sanata Dharma University Students, Who Consume Kentucky
Fried Chicken (KFC) Franchise Products

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The goal of the research were: to know and analyze 1.) the influence of Kentucky Fried Chicken's Customer Based Brand Equity (KFC's CBBE) toward the willingness to buy premium price, 2). the influence of the willingness to buy premium price toward the repurchase decision of KFC's products. The population in the reseach was Sanata Dharma University Yogyakarta students who consume KFC products. There were 100 respondents as the sample in the reseach. The adopted sampling technique was purposive sampling. Data were obtained using questionnaires. The adopted data analysis techniques were Percentage Analysis, Validity Test, Reliability Test, and Structural Equation Modelling (SEM) Analysis. The research found that: 1). KFC's CBBE significantly influenced the willingness to buy premium price. 2). The willingness to pay premium price significantly influenced the repurchase decision of KFC's products.

Key words : CBBE, repurchasing, premium price, Stuctural Equation Model, SEM.