

ABSTRAK**PENGARUH *BRAND EQUITY* TERHADAP MINAT BELI PRODUK
STARBUCKS**

Studi Kasus pada Mahasiswa Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *brand awareness*, *perceived quality*, *brand associations*, dan *brand loyalty* berpengaruh secara simultan terhadap minat beli pada Starbucks Yogyakarta, 2) pengaruh *brand awareness* terhadap minat beli pada Starbucks Yogyakarta, 3) pengaruh *perceived quality* terhadap minat beli pada Starbucks Yogyakarta, 4) pengaruh *brand associations* terhadap minat beli pada Starbucks Yogyakarta, 5) pengaruh *brand loyalty* terhadap minat beli pada Starbucks Yogyakarta. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria mahasiswa Universitas Sanata Dharma yang pernah membeli produk Starbucks minimal dua kali. Penelitian ini menggunakan sampel 100 (seratus) responden. Teknik pengujian instrumen dalam penelitian ini yaitu uji validitas dan reliabilitas, sedangkan teknik analisis data menggunakan uji asumsi klasik, analisa regresi linier berganda, dan analisa deskriptif menggunakan aplikasi SPSS 16. Hasil penelitian ini menunjukkan bahwa: 1) *brand awareness*, *perceived quality*, *brand associations*, dan *brand loyalty* secara simultan berpengaruh terhadap minat beli pada Starbucks Yogyakarta, 2) *brand awareness* tidak berpengaruh terhadap minat beli pada Starbucks Yogyakarta, 3) *perceived quality* tidak berpengaruh terhadap minat beli pada Starbucks Yogyakarta, 4) *brand associations* tidak berpengaruh terhadap minat beli pada Starbucks Yogyakarta, 5) *brand loyalty* berpengaruh terhadap minat beli pada Starbucks Yogyakarta.

Kata Kunci: *Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty, Minat Beli*

ABSTRACT

**THE INFLUENCE OF BRAND EQUITY TOWARDS PURCHASE
INTENTION IN STARBUCKS PRODUCT**

A Case at Sanata Dharma University Students

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This research aims to identify about: 1) the influence of brand awareness, perceived quality, brand association, and brand loyalty simultaneously towards purchase intention in Starbucks Yogyakarta, 2) the influence brand awareness towards purchase intention in Starbucks Yogyakarta, 3) the influence perceived quality towards purchase intention at Starbucks Yogyakarta, 4) the influence of brand association towards purchase intention in Starbucks Yogyakarta, 5) the influence of brand loyalty towards purchase intention in Starbucks Yogyakarta. The type of research used in this research is descriptive quantitative research. The sampling technique used is purposive sampling with the criteria of University of Sanata Dharma students who have purchased Starbucks product at least twice. This study used a sample of 100 respondents. Instrument analysis techniques in this study validity and reliability test, data analysis techniques using the classical assumption test, multiple linear regression analysis, and descriptive analysis using SPSS 16. The results of this study show: 1) brand awareness, perceived quality, brand association, and loyalty brand awareness simultaneously influenced purchase intention in Starbucks Yogyakarta, 2) brand awareness did not influence purchase intention in Starbucks Yogyakarta; 3) quality perception did not influence purchase intention in Starbucks Yogyakarta; 4) brand association did not influence purchase intention in Starbucks Yogyakarta, 5) brand loyalty influenced purchase intention in Starbucks Yogyakarta.

Keywords: Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty, Purchase Intention