

ABSTRAK

PENGARUH KESADARAN MEREK, CITRA MEREK, DAN HUBUNGAN MEREK TERHADAP EKUITAS MEREK OPPO SMARTPHONE

Studi pada Pengguna Oppo *Smartphone* di Oppo *Service Center* Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran merek, citra merek, dan hubungan merek terhadap ekuitas merek Oppo Smartphone. Penelitian ini dilakukan selama bulan Februari sampai Maret 2018 di Oppo *Service Center* Yogyakarta. Populasi dalam penelitian ini adalah pengguna Oppo *Smartphone* dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Pengumpulan data dengan menggunakan kuesioner. Uji Validitas menggunakan teknik *korelasi Product Moment* dan Uji Reliabilitas menggunakan teknik analisis *Cronbach Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis regresi berganda, Uji F, dan Uji T. Hasil penelitian menunjukkan bahwa kesadaran merek, citra merek, dan hubungan merek secara bersama-sama (*simultan*) maupun secara parsial berpengaruh terhadap ekuitas merek Oppo *Smartphone*.

Kata kunci : kesadaran merek, citra merek, hubungan merek, dan ekuitas merek.

ABSTRACT

**THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE, AND
BRAND ASSOCIATION ON BRAND EQUITY OF OPPO SMARTPHONE**

**The Study on Oppo Smartphone Consumers at Oppo Service Centre
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The purpose of this study is to find out the influence of brand awareness, brand image, and brand association on brand equity of Oppo Smartphone. This study was conducted during February to March 2018 at Oppo Service Centre Yogyakarta. The population of this study was the consumers of Oppo Smartphone with a sample of 100 respondents. The sample was taken using Nonprobability Sampling technique. The questionnaire was used to collect the data. Validity Test for the instrument was done by using Product Moment Correlation technique and Cronbach's Alpha Analysis technique for Reliability Test. The data analysis techniques used in this study were multiple regression analysis, F test, and T test. The result of this study shows that brand awareness, brand image, and brand association simultaneously and partially influence the brand equity of Oppo Smartphone.

Keyword: brand awareness, brand image, brand association, and brand equity.