

ABSTRAK

**PENGARUH KESADARAN MEREK, CITRA MEREK, DAN HUBUNGAN
MEREK TERHADAP EKUITAS MEREK SEPATU VANS**

Studi pada mahasiswa Universitas Sanata Dharma Pengguna Sepatu Vans

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Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran merek, citra merek, dan hubungan merek terhadap ekuitas merek Sepatu Vans. Penelitian ini dilakukan selama bulan Maret 2019 di Universitas Saanata Dharma. Populasi dalam penelitian ini adalah pengguna Sepatu Vans 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 Sepatu Vans.

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

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE, AND BRAND RELATIONSHIP TOWARDS BRAND EQUITY OF VANS SHOES

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The purpose of this study is to find out the influence of brand awareness, brand image, and brand association toward brand equity of Vans Shoes. This study was conducted on March 2019 at Sanata Dharma University. The population in this study are the users of Vans Shoes as many as 100 respondents. The sampel was chosen by using Purposive Sampling technique. Questionnaire was used in collecting the data. Test Validity was done by using Product Moment Correlation technique and Cronbach's Alpha Analysis technique for Reliability Test. Data analysis techniques used in this study are multiple regression analysis, F test, and T test. The result of this study showed that brand awareness, brand image, and brand association simultaneously or partially had an influence towards brand equity of Vans Shoes.

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