CORRELATION BETWEEN BRAND AWARENESS WITH BRAND LOYALTY IN CONSUMERS OF PREMIUM COFFEE SHOPS
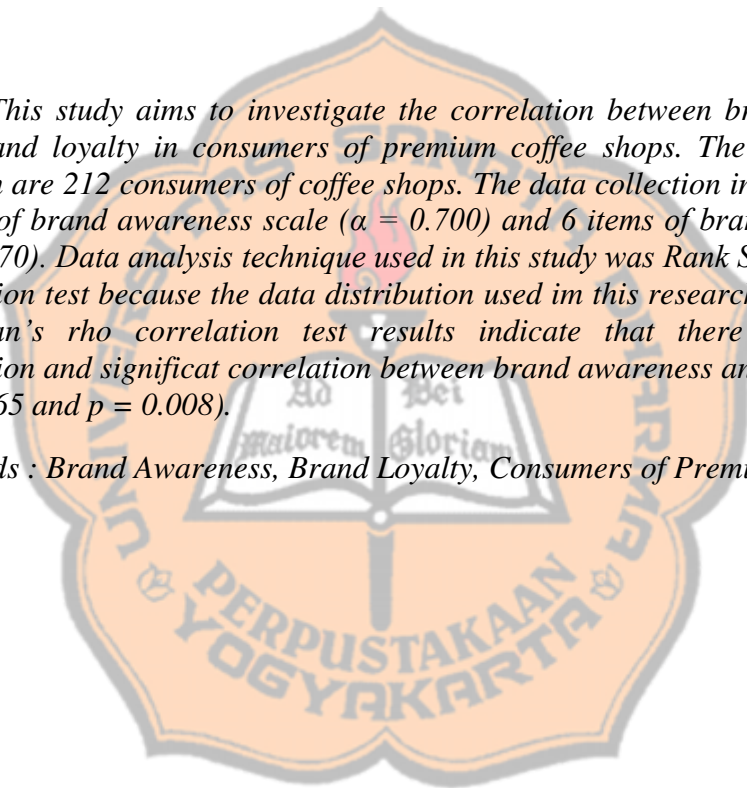
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ABSTRACT

This study aims to investigate the correlation between brand awareness with brand loyalty in consumers of premium coffee shops. The subject in this research are 212 consumers of coffee shops. The data collection instruments were 5 items of brand awareness scale ($\alpha = 0.700$) and 6 items of brand loyalty scale ($\alpha = 0.870$). Data analysis technique used in this study was Rank Spearman's Rho correlation test because the data distribution used im this research is not normal. Spearman's rho correlation test results indicate that there is a positive correlation and significat correlation between brand awareness and brand loyalty ($r = 0.165$ and $p = 0.008$).

Keywords : Brand Awareness, Brand Loyalty, Consumers of Premium Coffee Shops.

HUBUNGAN ANTARA *BRAND AWARENESS* DENGAN LOYALITAS MEREK PADA KONSUMEN KEDAI KOPI PREMIUM

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *brand awareness* dengan loyalitas merek pada konsumen kedai kopi premium. Subjek dalam penelitian ini berjumlah 212 konsumen kedai kopi. Alat pengumpulan data yang digunakan adalah 5 item skala *brand awareness* ($\alpha = 0.700$) dan 6 item skala loyalitas merek ($\alpha = 0.870$). Teknik analisis data menggunakan uji korelasi *Spearman's rho* karena sebaran data yang digunakan dalam penelitian ini tidak normal. Hasil uji korelasi *Spearman's rho* menunjukkan bahwa ada korelasi positif dan signifikan antara *brand awareness* dengan loyalitas merek ($r = 0.165$ dan $p = 0.008$).

Kata Kunci : *Brand Awareness*, Loyalitas Merek, Konsumen Kedai Kopi Premium.