

ABSTRAK

PENGARUH KESADARAN MEREK, HUBUNGAN MEREK DAN CITRA MEREK

TERHADAP EKUITAS MEREK SEPATU ADIDAS

(Studi pada mahasiswa Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kesadaran merek terhadap ekuitas merek, (2) pengaruh hubungan merek terhadap ekuitas merek, (3) pengaruh citra merek terhadap ekuitas merek, (4) dan pengaruh kesadaran merek, hubungan merek dan citra merek secara bersama-sama terhadap ekuitas merek. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma yang menggunakan sepatu Adidas. Pengambilan sampel ini menggunakan metode *Purposive Sampling* dengan jumlah responden sebanyak 100 orang, teknik pengumpulan data menggunakan kuesioner dan analisis data menggunakan analisis regresi linier berganda. Kesimpulan dari penelitian ini adalah (1) kesadaran merek berpengaruh terhadap ekuitas merek, (2) hubungan merek berpengaruh terhadap ekuitas merek, (3) citra merek berpengaruh terhadap ekuitas merek, (4) kesadaran merek, hubungan merek dan citra merek berpengaruh terhadap ekuitas merek.

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

ABSTRACT

THE EFFECT OF BRAND AWARENESS, BRAND RELATION AND BRAND IMAGE ON THE EQUITY SHOES OF THE ADIDAS BRAND (Studies for students at the University of Sanata Dharma Yogyakarta)

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The purpose of this research were : (1) to know the effect of brand awareness for brand equity, (2) The effect of brand relation on equity (3) the effect of brand image on brand equity, (4) and the effect of brand awareness, brand relation and brand image simultaneously towards brand equity. The population in this research were students in Sanata Dharma University that wearing Adidas shoes. This sampling using purposive sampling method with the number of respondents as many as 100 people, techniques Data collection using questionnaires and data analysis using linear regression analysis multiple. The conclusion of this research were (1) brand awareness has an effect on brand equity, (2) brand relationship affects brand equity, (3) brand image influence on brand equity, (4) brand awareness, brand relationships and brand image effect on brand equity.

Keywords : brand awareness, brand relation, brand image, brand equity.