ABSTRAK

PENGARUH ASOSIASI MEREK PADA KEPERCAYAAN, KOMITMEN, DAN KEPUASAN SISWA SMA KOLESE LOYOLA SEMARANG

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Membangun merek pada pemasaran di tingkat Sekolah Menengah Atas saat ini menjadi kebutuhan. Penelitian ini bertujuan untuk menganalisis hubungan struktural pengaruh asosiasi merek terhadap kepercayaan siswa, komitmen siswa, dan kepuasan siswa di SMA Kolese Loyola Semarang. Penelitian dilaksanakan 10 Februari – 8 Maret 2021. Populasi penelitian adalah 845 siswa SMA Kolese Loyola Semarang tahun pelajaran 2020-2021. Subyek penelitian adalah 200 siswa. Teknik pengambilan data menggunakan kuesioner model skala Likert dengan media google form. Metode pengambilan sampel menggunakan teknik *stratified random sampling*. Teknik analisa data dengan pendekatan model SEM (*Structural Equation Modeling*). Penelitian menunjukkan bahwa asosiasi merek berpengaruh positif pada kepercayaan siswa, komitmen siswa, dan kepuasan siswa. Kepercayaan siswa dan komitmen siswa berpengaruh positif pada kepuasan siswa.

Kata kunci: *asosiasi merek, kepercayaan siswa, komitmen siswa, kepuasan siswa, Structural Equation Modeling*.

ABSTRACT

THE INFLUENCE OF BRAND ASSOCIATIONS ON STUDENT TRUST, COMMITMENT, AND SATISFACTION AT SMA KOLESE LOYOLA SEMARANG

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Building a brand on marketing at the high school level is now a necessity. This research aims to analyze the structural relationship of the influence of brand associations on student trust, student commitment, and student satisfaction at SMA Kolese Loyola Semarang. The research was carried out on February 10 – March 8, 2021. The population of the research was 845 students of SMA Kolese Loyola Semarang for the academic year 2020-2021. The research subjects were 200 students. The data collection technique used a Likert scale model questionnaire with google form media. The sampling method used stratified random sampling technique. Data analysis technique with SEM (Structural Equation Modeling) approach. Research shows that brand associations have a positive influence on student trust, student commitment, and student satisfaction. Student trust and student commitment have a positive influence on student satisfaction.

Keywords: brand associations, student trust, student commitment, student satisfaction, Structural Equation Modeling.