

## ABSTRAK

### SKRIPSI

## **PENGARUH BRAND AWARENESS, BRAND TRUST DAN PERCEIVED VALUE TERHADAP BRAND EQUITY LE MINERALE**

Studi pada Mahasiswa Fakultas Ekonomi Sanata Dharma Yogyakarta  
Konsumen Le Minerale

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *brand awareness*, *brand trust* dan *perceived value* terhadap *brand equity*, (2) pengaruh secara parsial *brand awareness* terhadap *brand equity*, (3) pengaruh secara parsial *brand trust* terhadap *brand equity*, dan (4) pengaruh secara parsial *perceived value* terhadap *brand equity*. Populasi dalam penelitian ini mahasiswa Universitas Sanata Dharma yang mengonsumsi Le Minerale. Pengambilan sampel ini menggunakan metode *Purpose Sampling* dengan jumlah responden sebanyak 100 orang, teknik pengumpulan data menggunakan kuesioner dan teknik analisis data menggunakan analisis regresi linier berganda. Kesimpulan dalam penelitian ini adalah (1) *brand awareness*, *brand trust* dan *perceived value* secara simultan berpengaruh terhadap *brand equity*, (2) *brand awareness* secara parsial berpengaruh positif terhadap *brand equity*, (3) *brand trust* secara parsial berpengaruh positif terhadap *brand equity*, dan (4) *perceived value* secara parsial berpengaruh positif terhadap *brand equity*.

Kata kunci : brand awareness, brand trust, perceived value, brand equity.

**ABSTRACT**

**SKRIPSI**

**THE EFFECT OF BRAND AWARENESS, BRAND TRUST AND PERCEIVED VALUE ON THE EQUITY LE MINERALE BRAND**

A Study of Students of the Faculty of Economics of Sanata Dharma University, Yogyakarta, who consume “Le Mineral” Drinking Water.

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*The aim of this research was : (1) to know the simultaneous effect of brand awareness, brand trust dan perceived value for brand equity, (2) to know the partial effect of brand awareness on brand equity, (3) to know the partial effect of brand trust on brand equity, (4) and to know the partial effect of perceived value on brand equity. The population in this research were students of Sanata Dharma University who consumed “Le Minerale” drinking water. The sampling technique used was purpose sampling technique with the number of respondents as many as 100. Data were collected by distributing a questionnaire to 100 respondents. The data analysis technique used was multiple linear regression analysis. The conclusion of this research were that (1) brand awareness, brand trust and perceived value simultaneously influence brand equity, (2) brand awareness partially has a positive effect on brand equity, (3) brand trust partially has a positive effect on brand equity, and (4) perceived value partially has a positive effect on brand equity.*

Keywords : brand awareness, brand trust, perceived value, brand equity.