

ABSTRAK

**PENGARUH BRAND AWARENESS, BRAND TRUST, DAN BRAND ATTITUDE
TERHADAP BRAND LOYALTY SUSU BEAR BRAND**
Studi pada konsumen Susu Bear Brand di Yogyakarta

Bethania Christiningtyas
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh secara simultan *brand awareness*, *brand trust*, dan *brand attitude* terhadap *brand loyalty*, (2) Pengaruh secara parsial *brand awareness* terhadap *brand loyalty*, (3) Pengaruh secara parsial *brand trust* terhadap *brand loyalty*, (4) Pengaruh secara parsial *brand attitude* terhadap *brand loyalty*. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Populasi dalam penelitian ini adalah masyarakat Yogyakarta yang berdomisili di Kapanewon Depok yang mengkonsumsi Susu Bear Brand. Sampel dalam penelitian ini adalah konsumen yang berdomisili di Kecamatan Depok, berusia 15 hingga 50 tahun, serta konsumen yang pernah mengkonsumsi Susu Bear Brand setidaknya dua kali dalam kurun waktu satu bulan terakhir. Data dalam penelitian ini diperoleh dengan menyebarkan kuesioner dalam bentuk *google form* yang disebarakan kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda yang didukung dengan menggunakan aplikasi SPSS (*Statistical Product and Service Solution*) 20 for window. Hasil penelitian ini menunjukkan bahwa: (1) *Brand awareness*, *brand trust*, dan *brand attitude* berpengaruh secara simultan terhadap *brand loyalty* (2) *Brand awareness* secara parsial berpengaruh terhadap *brand loyalty* (3) *Brand trust* secara parsial tidak berpengaruh terhadap *brand loyalty* dan (4) *Brand attitude* secara parsial tidak berpengaruh terhadap *brand loyalty*.

Kata Kunci: *Brand awareness*, *brand trust*, *brand attitude* dan *brand loyalty*

ABSTRACT

THE EFFECT OF BRAND AWARENESS, BRAND TRUST, AND BRAND ATTITUDE ON LOYALTY BEAR BRAND MILK
Study on Bear Brand Milk consumers in Yogyakarta

Bethania Christiningtyas
Sanata Dharma University
Yogyakarta
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This study aims to determine (1) the effect of simultaneous brand awareness, brand trust, and brand attitude on brand loyalty, (2) partial effect on brand loyalty, (3) partial effect on brand loyalty, (4) the effect of partially brand attitude towards brand loyalty. The sampling technique used in this research is purposive sampling. The population in this study is the people of Yogyakarta who live in Depok District who consume Bear Brand Milk. The samples in this study are consumers who live in Depok District, aged 15 to 50 years, as well as consumers who have consumed Bear Brand Milk at least twice in the last one month. The data in this study were obtained by distributing questionnaires in the form of google forms which were distributed to 100 respondents. The data analysis technique used in this research is descriptive analysis, classical assumption test, multiple linear regression analysis which is supported by the use of SPSS (Statistical Product and Service Solution) 20 for window application. The results of this study indicate that: (1) Brand awareness, brand trust, and brand attitude have a simultaneous effect on brand loyalty (2) Brand awareness partially affects brand loyalty (3) Brand trust partially has no effect on brand loyalty and (4) Brand attitude partially has no effect on brand loyalty.

Keywords: Brand awareness, brand trust, brand attitude, and brand loyalty