

ABSTRAK

**PENGARUH PROGRAM BEASISWA PENDIDIKAN, KUALITAS PRODUK,
DAN CITRA MEREK TERHADAP CITRA PT. DJARUM DI MATA
MAHASISWA**

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Penelitian ini bertujuan untuk mengetahui secara parsial maupun simultan pengaruh program beasiswa pendidikan terhadap citra PT. Djarum, pengaruh kualitas produk terhadap citra PT. Djarum, dan pengaruh citra merek terhadap citra PT. Djarum.

Populasi penelitian ini adalah semua mahasiswa program S-1 Universitas Sanata Dharma Yogyakarta. Sampel penelitian berjumlah 206 mahasiswa, yang terdiri dari 12 mahasiswa penerima beasiswa pendidikan PT. Djarum dan 194 mahasiswa bukan penerima beasiswa pendidikan PT. Djarum. Teknik pengambilan sampel dengan *Convenience Sampling* dan *Purposive Sampling*. Data dikumpulkan dengan kuesioner. Metode pengujian instrumen yang digunakan adalah pengujian validitas dan reliabilitas. Teknik analisis data yang digunakan adalah uji regresi linear berganda.

Hasil penelitian menunjukkan secara parsial variabel program beasiswa pendidikan (X_1), kualitas produk (X_2), dan citra merek (X_3) berpengaruh terhadap citra PT. Djarum (Y). Dari 3 variabel tersebut, yang lebih dominan berpengaruh terhadap citra PT. Djarum adalah variabel citra merek (X_3). Hasil penelitian juga menunjukkan variabel program beasiswa pendidikan (X_1), kualitas produk (X_2), dan citra merek (X_3) secara simultan berpengaruh terhadap citra PT. Djarum (Y).

ABSTRACT

THE INFLUENCE OF SCHOLARSHIP PROGRAM, PRODUCT QUALITY,
AND BRAND IMAGE TO THE IMAGE OF PT. DJARUM

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This study aims to examine the both partially and simultaneously the influence of scholarship program, product quality, and brand image to the image of PT. Djarum.

This research's population was all of the under graduate students of Sanata Dharma University. Sample was 206 students, consisting of 12 scholarships recipients and 194 non scholarships recipients. These research used convenience and purposive sampling technique to determine sample. Data was collected by questionnaires. The methods of testing instruments used were validity and reliability. The data analysis technique used multiple linear regression.

Partially, the results showed scholarship program (X_1), product quality (X_2), and brand image (X_3) influenced to the image of PT. Djarum (Y). From those three variables, the most dominant variable to influence the image of PT. Djarum was brand image (X_3). The research also found that scholarship program (X_1), product quality (X_2), and brand image (X_3) simultaneously influenced to the image of PT. Djarum (Y).