

ABSTRAK

PERAN *BRAND ASSOCIATION*, *BRAN AWARENESS*, DAN *BRAND EQUITY* DALAM MENINGKATKAN MINAT BELI KONSUMEN SEPATU LOKAL COMPASS

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2025

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand association* terhadap minat beli konsumen sepatu lokal Compass, (2) pengaruh *brand awareness* terhadap minat beli konsumen sepatu lokal Compass, (3) pengaruh *brand equity* terhadap minat beli konsumen sepatu lokal Compass. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling*. Responden penelitian ini sebanyak 130 orang teknik analisis data yang digunakan adalah regresi linear berganda dengan menggunakan SPSS 25. Hasil dari penelitian ini menunjukkan bahwa: (1) *brand association* berpengaruh signifikan terhadap minat beli konsumen sepatu lokal Compass, (2) *brand awareness* tidak berpengaruh signifikan terhadap minat beli konsumen sepatu lokal Compass, (3) *brand equity* berpengaruh signifikan terhadap minat beli konsumen sepatu lokal Compass.

Kata kunci: *Brand association*, *Brand awareness*, dan *Brand Equity*.

ABSTRACT

THE ROLE OF BRAND ASSOCIATION, BRAND AWARENESS, AND BRAND EQUITY IN INCREASING CONSUMER BUYING INTEREST IN COMPASS LOCAL SHOES

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This study aims to determine: (1) the influence of brand association on consumer buying interest in Compass local shoes, (2) the influence of brand awareness on consumer buying interest in Compass local shoes, (3) the influence of brand equity on consumer buying interest in Compass local shoes. This study uses a quantitative approach with purposive sampling technique. Respondents of this study were 130 people, the data analysis technique used was multiple linear regression using SPSS 25. The results of this study indicate that: (1) brand association significantly influenced consumer buying interest in Compass local shoes, (2) brand awareness had no significant influence on consumer buying interest in Compass local shoes, (3) brand equity significantly influence consumer buying interest in Compass local shoes.

Keywords: Brand association, Brand awareness, and Brand Equity.