

ABSTRAK

Saat ini persaingan perusahaan untuk memperebutkan konsumen tidak lagi terbatas pada atribut fisik produk seperti kegunaan produk, melainkan sudah dikaitkan dengan merek yang mampu memberikan citra khusus bagi pemakainya. Merek yang prestisius memiliki ekuitas merek yang kuat, dan ekuitas ini dapat berpengaruh pada minat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh elemen ekuitas merek yang terdiri dari kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek terhadap minat membeli konsumen produk smartphone Apple. Populasi dalam penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi UII. Sampel yang digunakan sebanyak 98 responden dengan metode *accidental sampling*. Pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan regresi linear berganda. Hasil analisis data menunjukkan bahwa secara serentak ekuitas merek yang terdiri dari kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek berpengaruh signifikan terhadap minat beli. Namun secara parsial kesadaran merek tidak memiliki pengaruh signifikan terhadap minat beli. Hanya dari asosiasi merek, persepsi kualitas, dan loyalitas merek yang memiliki pengaruh signifikan positif terhadap minat beli.

Kata kunci : ekuitas merek, kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, minat beli

ABSTRACT

Competition currently companies to compete for consumers are no longer limited to the physical attributes of the product such as the usefulness of the product, but has been associated with a brand that is able to provide special image for the wearer. The prestigious brand has strong brand equity, and equity can affect consumer buying interest. This research is intended to analyzing the influence of brand awareness, brand association, perceived quality and brand loyalty towards customer's purchase intention of Apple brand products. The population in this study are all student of Economic Faculty UII. The samples used were 98 respondents to the study sampling technique in the form of accidental sampling. Data collection use questionnaire which has been tested for and validity reliability. Analysis of the data in this study using multiple linear regression. Results of the analysis of the data shows that there is significant correlation all variable of brand equity such as brand awareness, brand association, perceived quality and brand loyalty towards customer's purchase intention on *simultaneously test*. But, on the partial test, brand awareness isn't have significant correlation towards customer's purchase intention. Only brand association, perceived quality and brand loyalty have positive significant correlation towards customer's purchase intention

Key word : brand equity, brand awareness, brand association, perceived quality, brand loyalty , purchase intention