ABSTRACT

The purpose of this research was to find out 1) the influence of brand equity whereas the dimension consisted of brand awareness, brand association, perceived quality and brand loyalty towards purchase intention of Wardah brand either partially or simultaneously 2) to understand the dominant factor between the dimension of brand awareness, brand association, perceived quality and brand loyalty toward purchase intention of Wardah consumers. The population used in this study was visitors of Wardah outlet which located inside Mutiara Store Yogyakarta, from June to July 2017 which was approximately 1050 people with the average visitor assumed 35 people per day.

The sample of this research was 91 visitors who were considered by researcher to be the representative of the population based on Slovin formula calculation. The technique of sample collecting was purposive sampling in order to get the data based on the criteria determined by the researcher. The research instrument was questioner based on Likert Scale. Analytical tools used in this research were multiple regression test, F test and t test. From the result of these test, it was found that brand awareness, brand association, perceived quality and brand loyalty influence positively on purchase intention.

Keywords: brand equity, brand awareness, brand association, perceived quality, brand loyalty, consumer behavior

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui 1) pengaruh ekuitas merek dimana dimensi terdiri dari kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek terhadap minat beli merek Wardah baik secara parsial maupun simultan 2) untuk memahami faktor dominan antara dimensi kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek terhadap minat beli konsumen Wardah. Populasi yang digunakan dalam penelitian ini adalah pengunjung gerai Wardah yang berada di dalam Toko Mutiara Yogyakarta, dari bulan Juni sampai Juli 2017 sejumlah 1050 orang dengan rata-rata pengunjung diasumsikan 35 orang per hari.

Sampel penelitian ini adalah 91 pengunjung yang dianggap oleh peneliti sebagai perwakilan populasi berdasarkan perhitungan rumus Slovin. Teknik pengambilan sampel adalah sampel bertujuan untuk mendapatkan data berdasarkan kriteria yang ditentukan oleh peneliti. Instrumen penelitiannya adalah kuesioner berdasarkan Skala Likert. Alat analisis yang digunakan dalam penelitian ini adalah uji regresi berganda, uji F dan uji t. Dari hasil uji ini, ditemukan bahwa kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek berpengaruh positif terhadap minat beli.

Kata kunci: kesadaran merek, asosiasi merek, kesan kualitas, loyalitas merek, perilaku konsumen