

ABSTRACT

This study aims to know and analyze Antecedents Attitude Toward Brand Extension to Attitude Toward Parent Brand Casio in Surabaya. The research was conducted on all brands of Casio products in Surabaya.

This research using Structural Equation Modeling (SEM) with Lisrel 8.70 software. Sampling techniques used in this research are non probability sampling with this type of convenience sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 160 respondents.

The result of this study showed the influence of brand image, brand loyalty on attitude toward brand extension and attitude toward brand extension on attitude toward parent brand in Surabaya. Brand awareness does not affect the attitude toward brand extension Casio in Surabaya.

Key words: Brand Awareness, Brand Image, Brand Loyalty, Attitude Toward Brand Extension, Attitude Toward Parent Brand.

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Antecedents Attitude Toward Brand Extension to Attitude Toward Parent Brand* Casio di Surabaya. Penelitian ini dilakukan pada semua produk merek Casio di Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software* Lisrel 8.70. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *convenience sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 160 responden.

Hasil penelitian ini menunjukkan adanya pengaruh, *brand image*, *brand loyalty* terhadap *attitude toward brand extension* dan *attitude toward brand extension* terhadap *attitude toward parent brand* di Surabaya. *Brand awareness* tidak berpengaruh terhadap *attitude toward brand extension* Casio di Surabaya.

Kata kunci: *Brand Awareness, Brand Image, Brand Loyalty, Attitude Toward Brand Extension, Attitude Toward Parent Brand.*