

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh *country of origin image* terhadap *brand equity* melalui mediasi elemen *brand associations*, *brand loyalty* dan *brand awareness* pada produk *Air Conditioner* (AC) merek LG di Surabaya. Penelitian ini dilakukan pada semua tipe AC merek LG di Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan menggunakan program 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 sebanyak 150 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *brand associations* terhadap *brand equity*, pengaruh *brand loyalty* terhadap *brand equity*, pengaruh *country of origin image* terhadap *brand associations*, pengaruh *country of origin image* terhadap *brand loyalty*, pengaruh *country of origin image* terhadap *brand awareness*, pengaruh *country of origin image* terhadap *brand equity* melalui mediasi *brand associations*, pengaruh *country of origin image* terhadap *brand equity* melalui mediasi *brand loyalty*, pengaruh *country of origin image* terhadap *brand equity* melalui mediasi *brand awareness* dan tidak ada pengaruh *brand awareness* terhadap *brand equity*, tidak ada pengaruh *country of origin image* secara langsung terhadap *brand equity*.

Kata kunci : *Country Of Origin Image, Brand Associations, Brand Loyalty, Brand awareness, Brand equity*

## ABSTRACT

*This study aims to know and analyze the effect of country of origin image on brand equity through the mediation of Brand associations, brand loyalty and brand awareness on LG Air Conditioners (AC) in Surabaya. The research was conducted on all kinds of LG Air Conditioners in Surabaya.*

*This research using Structural Equation Modeling (SEM) with Lisrel 8.7 software. Sampling techniques used in this research are non probability sampling with the 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 150 respondents.*

*The result of this study showed the influence of brand association on brand equity, the influence of loyalty on brand equity, the influence of country of origin image on brand associations, country of origin image on brand loyalty, country of origin image on brand awareness, country of origin image on brand equity through the mediation of brand associations, country of origin image on brand equity through the mediation of brand loyalty, country of origin image on brand equity through the mediation of brand awareness, while the influence of brand awareness on brand equity and the influence of country of origin image directly on brand equity are rejected.*

*Key words : Country Of Origin Image, Brand Associations, Brand Loyalty, Brand awareness, Brand equity*