

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived quality*, *brand awareness*, dan *brand loyalty* terhadap *overall brand equity* merek Coca-Cola di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 18 *for Windows* dan *Amos Graphics 21 for Windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 150 responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara online.

Hasil penelitian ini menunjukkan adanya pengaruh positif *perceived quality* terhadap *brand loyalty*, pengaruh positif *brand awareness* terhadap *brand loyalty*, dan pengaruh positif *brand loyalty* terhadap *overall brand equity*.

Kata kunci: *Brand Equity; Brand Awareness; Perceived Quality; Brand Loyalty*.

ABSTRACT

The purpose of this research is to understand and analyze the influence of perceived quality, brand awareness, and brand loyalty toward overall brand equity of Coca-Cola brand in Surabaya.

Data processing was conducted using SPSS 18 for Windows and Amos Graphic 21 for Windows. The sampling technique that used is non-probability sampling with purposive sampling type. 150 respondents who qualify the specified characteristics of the population were the total of sample used in this research which distributed by online quetionaire.

The result of this research that there was a positive influence between perceived quality on brand loyalty, a positive influence between brand awareness on brand loyalty, and a positive influence between brand loyalty on overall brand equity.

Keywords: *Brand Equity; Brand Awareness; Perceived Quality; Brand Loyalty.*

