

## ABSTRAK

Penelitian ini bertujuan untuk membuktikan adanya pengaruh antara *Country of Origin*, *Word of mouth*, *Brand Equity dimensions*, dan *Brand Equity* pada konsumen Toyota di Surabaya. Jenis penelitian yang digunakan adalah *basic research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan kuota sampling yang merupakan teknik pengambilan sampel berdasarkan karakteristik kontrol yang sesuai dengan responden yang diinginkan dan menentukan jumlah kuota agar memenuhi syarat minimal untuk melakukan analisis. Adapun karakteristik kontrol yang ditetapkan adalah responden menggunakan mobil Toyota dan berusia 20-70 tahun. Responden yang digunakan dalam penelitian ini berjumlah 280 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modeling*) dan kemudian diolah dengan menggunakan *software* SPSS versi 20.0 *for windows* dan juga AMOS versi 21.0 *for windows* yang digunakan untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian ini menunjukkan bahwa keseluruhan hipotesis telah terdukung, namun terdapat 1 hipotesis yang terdukung kearah sebaliknya yaitu negatif. Adapun hipotesis tersebut yaitu *country of origin* berpengaruh positif signifikan terhadap *brand awareness*, *country of origin* berpengaruh positif signifikan terhadap *brand association*, *country of origin* berpengaruh positif signifikan terhadap *perceived quality*, *country of origin* berpengaruh positif signifikan terhadap *brand loyalty*, *brand awareness* berpengaruh positif signifikan terhadap *brand equity*, *brand association* berpengaruh positif signifikan terhadap *brand equity*, *perceived quality* berpengaruh positif signifikan terhadap *brand equity*, *brand loyalty* berpengaruh positif signifikan terhadap *brand equity*, *word of mouth* berpengaruh positif signifikan terhadap *brand awareness*, *word of mouth* berpengaruh positif signifikan terhadap *brand association*, *word of mouth* berpengaruh positif signifikan terhadap *perceived quality*, dan *word of mouth* berpengaruh positif signifikan terhadap *brand loyalty*.

Kata kunci : *country of origin*, *word of mouth*, *dimension of brand equity*, *brand equity*

## **ABSTRACT**

*The purpose of this research aims to prove the influence of Country of Origin, Word of mouth, Brand Equity dimensions, and Brand Equity of Toyota's consumers in Surabaya. The type of this research is basic research with causal purpose and quantitative approach. This study using quota sampling approach, which is a sampling technique based on control characteristic in accordance with respondents characteristic that the researcher want, and after that quota are determine in order to fulfill minimum requirement to excute the analysis. As for the characteristics of the control set are respondents using Toyota's car and aged between 20-70 years old. Respondents that used on this study are 280 peoples. The analysis that used on this study is SEM (Structural Equation Modeling), and then processed using SPSS version 20.0 and AMOS version 21.0 software for measurement model and structural model examination.*

*Result of this study showed that all of the hypothesis on this study are all supported, but there is one hypothesis supported in opposite direction which is negative. As for the hypothesis are country of origin have positive and significant effect to brand awareness, country of origin have positive and significant effect to brand association, country of origin have positive and significant effect to perceived quality, country of origin have positive and significant effect to brand loyalty, brand awareness have positive and significant effect to brand equity, brand association have positive and significant effect to brand equity, perceived quality have positive and significant effect to brand equity, brand loyalty have positive and significant effect to brand equity, word of mouth have positive and significant effect to brand awareness, word of mouth have positive and significant effect to brand association, word of mouth have positive and significant effect to perceived quality, word of mouth have positive and significant effect to brand loyalty.*

**Keywords:** *country of origin, word of mouth, dimension of brand equity, brand equity*