

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis dimensi *likability*, *expertise*, dan *relevance* dalam merefleksikan *spokes-character* serta menganalisis pengaruh *spokes-character* terhadap komponen *brand equity* yaitu *brand awareness/association*, *perceived quality* dan *brand loyalty* terhadap merek Alfamart di Surabaya.

Pengolahan data dilakukan dengan menggunakan IBM SPSS Statistics 22 dan Lisrel 8.70. Teknik pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan teknik *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian yaitu 153 responden yang telah memenuhi karakteristik populasi.

Hasil penelitian ini menunjukkan *likability*, *expertise* dan *relevance* merefleksikan *spokes-character* dan adanya pengaruh *spokes-character* terhadap *brand awareness/association* dan *perceived quality*, serta pengaruh *perceived quality* terhadap *brand loyalty*. Selain itu, pada penelitian ini juga terdapat bahwa *brand awareness/association* tidak berpengaruh terhadap *brand loyalty*.

Kata kunci: *Spokes-Character*, *Brand Awareness/Association*, *Perceived Quality*, *Brand Loyalty*, *Likability*, *Expertise*, *Relevance*.

ABSTRACT

This research purpose is to analyze and know likability, expertise, and relevance dimension to reflect spokes-character and analyze the influence of spokes-character to brand equity component, that is brand awareness/association, perceived quality, and brand loyalty for Alfamart Brand in Surabaya

Data processing was conducted using IBM SPSS Statistics 22 and Lisrel 8.70 software. The sampling technique that used is non-probability sampling with purposive sampling type. The number of sample in this research is 153 respondent that has qualify the specified characteristics of the population.

The result of this research show that likability, expertise, and relevance could reflect spokes-character, there is influence of spokes-character to brand awareness/association and perceived quality, and influence of perceived quality to brand loyalty. Beside that, this research also show that brand awareness/association does not influence brand loyalty.

Keywords: Spokes-Character, Brand Awareness/Association, Perceived Quality, Brand Loyalty, Likability, Expertise, Relevance.