

JUDUL : PENGARUH *BRAND ASSOCIATION*, *BRAND AWARENESS*, *PERCEIVED QUALITY*, DAN *BRAND LOYALTY* TERHADAP *BRAND EQUITY* PADA KONSUMEN MUDA *KENTUCKY FRIED CHICKEN* DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand association*, *brand awareness*, *perceived quality*, dan *brand loyalty* terhadap *brand equity* pada konsumen muda *Kentucky Fried Chicken* di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis data berupa SEM (*Structural Equation Model*).

Pengolahan data penelitian ini menggunakan program PASW (*Predictive Analytics SoftWare*) versi 18 dan AMOS 22.0. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jumlah sampel 200 responden berusia 16 tahun hingga 30 tahun yang pernah membeli dan mengonsumsi beragam produk KFC di Surabaya selama 3 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa *brand loyalty*, *perceived quality*, dan *brand association* berpengaruh positif signifikan terhadap *brand equity* pada konsumen muda KFC di Surabaya. Sedangkan *brand awareness* berpengaruh negatif signifikan terhadap *brand equity* pada konsumen muda KFC di Surabaya.

Kata kunci : *brand association*, *brand awareness*, *brand loyalty*, *perceived quality*, *brand equity*.

*THE EFFECT OF BRAND ASSOCIATION, BRAND AWARENESS, PERCEIVED
QUALITY, DAN BRAND LOYALTY ON BRAND EQUITY IN YOUNG CONSUMERS
KENTUCKY FRIED CHICKEN AT SURABAYA*

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ABSTRACT

This study aims to determine the effect of brand association, brand awareness, perceived quality, and brand loyalty on brand equity in young consumers Kentucky Fried Chicken at Surabaya. This study uses a quantitative approach with data analysis in the form of SEM (Structural Equation Model).

The data processing of this research uses PASW (Predictive Analytics SoftWare) version 18 and AMOS 22.0 program. The sampling technique used was a non probability sampling with a sample of 200 respondents aged 16 years to 30 years who had purchased and consumed various KFC products in Surabaya for the past 3 months.

The results of this study indicate that brand loyalty, perceived quality, and brand association have a significant positive effect on the brand equity of young consumers at KFC Surabaya. While brand awareness has a significant negative effect on the brand equity of young consumers at KFC Surabaya.

Keywords : brand association, brand awareness, brand loyalty, perceived quality, brand equity.