PENGARUH *PERCEIVED QUALITY, BRAND AWARENESS,* DAN *BRAND LOYALTY* TERHADAP *OVERALL BRAND EQUITY* MEREK H&M DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalis pengaruh *perceived quality, brand awareness,*dan *brand loyalty* terhadap *overall brand Equity* merek h&m 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.

Hasil penelitian ini menunjukan 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 : *Perceived Quality, Brand Awareness, Brand Loyalty, Overall Brand Equity*

INFLUENCE OF PERCEIVED QUALITY, BRAND AWARENESS, AND BRAND LOYALTY AGAINST OVERALL BRAND EQUITY MEREK H & M IN SURABAYA

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ABSTRACT

This study aims to determine and analyze the effect of perceived quality, brand awareness, and brand loyalty on the overall brand h & m brand equity in Surabaya.

Data processing is done using SPSS 18 for Windows and Amos Graphics 21 for Windows. The sampling technique used is non probability sampling with a type of purposive sampling. The number of samples used in this study were 150 respondents who fulfilled the characteristics of the population that had been determined and obtained from the distribution of questionnaires.

The results of this study indicate a positive effect of perceived quality on brand loyalty, the positive influence of brand awareness on brand loyalty, and the positive influence of brand loyalty on overall brand equity.

Keywords: Perceived Quality, Brand Awareness, Brand Loyalty, Overall Brand Equity