

FAKTOR-FAKTOR YANG MEMPENGARUHI *BRAND LOYALTY FAST FASHION* MEREK ZARA BERDASARKAN PENDEKATAN *CONSUMER-BASED BRAND EQUITY* PADA KONSUMEN DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa faktor-faktor yang mempengaruhi *brand loyalty* terhadap *fast fashion* merek Zara dengan menggunakan pendekatan *customer-based brand equity*. Penelitian ini dilakukan untuk mengetahui pengaruh *brand awareness*, *perceived quality*, *perceived value*, *brand personality*, *organizational associations*, dan *brand uniqueness* terhadap *brand loyalty*. Penelitian ini merupakan jenis penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* dengan menggunakan pengambilan sampel sesuai dengan karakteristik yang telah ditetapkan. Karakter populasi sampel dari penelitian ini adalah masyarakat yang berdomisili di Surabaya, berusia minimal 18 tahun, serta pernah membeli produk Zara minimal 2 kali dalam kurun waktu 6 bulan terakhir. Jumlah responden dalam penelitian ini adalah sebanyak 335 orang. Penelitian ini menggunakan analisis SEM (*Structural Equation Modeling*) dengan menggunakan program SPSS 18 dan AMOS 22 untuk melakukan pengujian model *measurement* dan *structural*. Hasil penelitian ini menunjukkan bahwa dua dari enam hipotesis tidak terdukung. Hipotesis yang terdukung yaitu pengaruh *brand awareness* terhadap *brand loyalty*, *perceived value* terhadap *brand loyalty*, *organizational associations* terhadap *brand loyalty*, dan *brand uniqueness* terhadap *brand loyalty*. Sedangkan hipotesis yang tidak terdukung yaitu pengaruh *perceived quality* terhadap *brand loyalty* dan pengaruh *brand personality* terhadap *brand loyalty*.
Kata Kunci : *Fast Fashion*, *Consumer-Based Brand Equity*, *Brand Loyalty*

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ABSTRACT

This research aims to knowing and analyzing the factors affecting brand loyalty towards fast fashion brand, Zara, by using the customer-based brand equity approach. This research was done in order to find out the effect of brand awareness, perceived quality, perceived value, brand personality, organizational associations, and brand uniqueness towards brand loyalty. The type of this research is a causal research with quantitative approach. This research uses a purposive sampling approach by getting samples from people who meet certain predetermined criteria. The characteristics of the sample's population in this research were people who live in Surabaya, with a minimum 18 years of age, and have purchased Zara products at least 2 times in the last 6 months. The numbers of respondents in this research were 335 people. This research used SEM (Structural Equation Modeling) analysis using SPSS 18 and AMOS 22 program to test the measurement and structural model. The result shows that two of six hypotheses were not supported. The supported hypotheses were the effect of brand awareness towards brand loyalty, perceived value towards brand loyalty, organizational associations towards brand loyalty, and brand uniqueness towards brand loyalty. Meanwhile, the unsupported hypotheses were the effect of perceived quality towards brand loyalty and the effect of brand personality towards brand loyalty.

Keywords : Fast Fashion, Consumer-Based Brand Equity, Brand Loyalty