PENGARUH *PERCEIVED QUALITY, BRAND AWARENESS, BRAND ASSOCIATION, BRAND LOYALTY* KONSUMEN TERHADAP *BRAND EQUITY* PRODUK ZARA DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived quality, brand awareness, brand association,* dan *brand loyalty* terhadap *brand equity* ZARA di Surabaya. Penelitian ini menggunakan *casual research* dengan pendekatan kuantitatif dan data kuesioner berjumlah 150 responden. Teknik pengambilan penelitian ini adalah n*on probability* dan dianalisis menggunakan SEM (*Structural Equation Modelling* melalui *Confirmatory Factor Analysis)* menggunakan *Software* SPSS versi 26 dan AMOS versi 26. Hasil penelitian ini menunjukkan *perceived quality* dan *brand association* terhadap *brand equity* berpengaruh positif dan signifikan sedangkan *brand awareness* dan *brand loyalty* berpengaruh positif dan tidak signifikan.

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

EFFECT PERCEIVED QUALITY, BRAND AWARENESS, BRAND ASSOCIATION, CONSUMER BRAND LOYALTY TO ZARA PRODUCT EQUITY BRAND IN SURABAYA

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ABSTRACT

This study aims to find out the effect of perceived quality, brand awareness, brand association, and brand loyalty on brand equity in Surabaya. This study uses causal research with a quantitative approach and questionnaire data totaling 150 respondents. Technique of this research is non-probability and analyze using SEM (Structural Equation Modeling) through Confirmatory Factor Analysis using software version 26 and AMOS version 26. The results of this study indicate that perceived quality and brand association on brand equity have a positive and significant effect while brand awareness and brand loyalty has a positive and insignificant effect.

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