

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta yang diukur dengan: (1) pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta secara simultan dan (2) pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta secara individu.

Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan pendekatan asosiatif. Subjek pada penelitian ini adalah konsumen Kentucky Fried Chicken khususnya Kentucky Fried Chicken di Jl. Sudirman Yogyakarta. Dalam penelitian ini sampel berjumlah 100 responden yang dipilih menggunakan metode *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis dalam penelitian ini adalah uji regresi berganda.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa: (1) kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta, (2) kesadaran merek berpengaruh signifikan terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta, (3) asosiasi merek berpengaruh signifikan terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta, (4) persepsi kualitas berpengaruh signifikan terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta, (5) loyalitas merek tidak berpengaruh signifikan terhadap keputusan pembelian Kentucky Fried Chicken Sudirman di Yogyakarta.

Kata kunci: Ekuitas Merek, Keputusan Pembelian

ABSTRACT

This research aims to find out the relation of brand equity to the purchase decision of Kentucky Fried Chicken Sudirman in Yogyakarta measured by: (1) the influence of awareness of brand, brand association, perception on quality, and brand loyalty to Kentucky Fried Chicken Sudirman purchase decision in Yogyakarta simultaneously and (2) the influence of brand awareness, brand association, perception on quality, loyalty to Kentucky Fried Chicken Sudirman purchase decision in Yogyakarta individually.

This research was a quantitative research with associative approach. The subject of this research was the costumers of Kentucky Fried Chicken especially Kentucky Fried Chicken at Sudirman Street Yogyakarta. There were 100 respondents that were selected through purposive sampling. The data collection technique used questionnaire of which validity and reliability had been tested in prior. The data analysis technique used to answer the hypothesis was double regression test.

Based on the analysis, it was found out that (1) awareness of brand, brand association, perception on quality, and brand loyalty simultaneously and significantly influence the purchase decision of Kentucky Fried Chicken Sudirman in Yogyakarta, (2) brand awareness significantly influenced to the purchase decision of Kentucky Fried Chicken Sudirman in Yogyakarta, (3) brand association significantly influenced the purchase decision of Kentucky Fried Chicken Sudirman in Yogyakarta, (4) perception on quality significantly influenced to the purchase decision of Kentucky Fried Chicken Sudirman in Yogyakarta, (5) brand loyalty did not significantly influence to the purchase decision of Kentucky Fried Chicken Sudirman in Yogyakarta.

Keywords: brand equity, purchase method