

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, citra negara asal dan *green marketing* terhadap minat beli konsumen Mobil *Low Cost Green Car* (LCGC) Toyota di Yogyakarta. Dalam penelitian ini sampel yang diperoleh sebanyak 142 responden yang dipilih dengan menggunakan metode *purposive sampling* dengan teknik pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan adalah Analisis Regresi Berganda dan menggunakan uji validitas, uji realibilitas, uji F, uji t, serta koefisien determinasi, dengan menggunakan aplikasi SPSS 21.0.

Berdasarkan analisis yang telah dilakukan diperoleh bahwa: (1) Kesadaran merek berpengaruh positif dan signifikan terhadap minat beli konsumen Mobil LCGC Toyota, (2) Asosiasi merek tidak berpengaruh signifikan terhadap minat beli konsumen Mobil LCGC Toyota, (3) Persepsi kualitas berpengaruh positif dan signifikan terhadap minat beli konsumen Mobil LCGC Toyota, (4) Loyalitas merek berpengaruh positif dan signifikan terhadap minat beli konsumen Mobil LCGC Toyota, (5) Citra negara asal berpengaruh positif dan signifikan terhadap minat beli konsumen Mobil LCGC Toyota, (6) *Green marketing* berpengaruh positif dan signifikan terhadap minat beli konsumen Mobil LCGC Toyota.

**Kata Kunci :** Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek, Citra Negara Asal, *Green Marketing*.

## ABSTRACT

*This study aims to analyze the The Influence of brand equity, country of origin image and green marketing on consumer buying intention Low Cost Green Car (LCGC) Toyota Car in Yogyakarta . In this study the sample obtained as many as 155 respondents selected by using purposive sampling method with data collection techniques using questionnaires. The analysis tool used is Multiple Regression and use validity test, reliability test, t test, F test, and determination using SPSS 21.0 application.*

*Based on the analysis that has been done, it is obtained that: (1) Brand awareness has a positive and significant effect on consumer buying intention in Toyota LCGC Cars, (2) Brand associations have a insignificant effect on consumer buying intention in Toyota LCGC Cars, (3) Quality perception has a positive effect and significant to the consumer buying intention of Toyota LCGC Cars, (4) Brand loyalty has a positive and significant effect on consumer buying intention in Toyota LCGC Cars, (5) The image of home countries has a positive and significant effect on consumers' buying intention in Toyota LCGC Cars, (6) Green marketing positive and significant effect on consumer buying intention in Toyota LCGC Cars.*

**Keywords:** *Brand Awareness, Brand Association, Quality Perception, Brand Loyalty, Country of Origin Image, Green Marketing.*