

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran merek, asosiasi merek, kualitas persepsian, loyalitas merek dan Negara asal terhadap keputusan pembelian ulang sepatu merek Skechers di Daerah Istimewa Yogyakarta. Dalam penelitian ini sampel berjumlah 80 responden yang dipilih menggunakan metode *purposive sampling* dengan teknik pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan adalah Analisis Regresi Berganda dengan menggunakan SPSS 22.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa kesadaran merek, asosiasi merek, kualitas persepsian, loyalitas merek dan Negara asal berpengaruh positif dan signifikan terhadap keputusan pembelian ulang.

Kata kunci : Kesadaran Merek, Asosiasi Merek, Kualitas Persepsian, Loyalitas Merek, Negara Asal, Keputusan Pembelian Ulang

ABSTRACT

This study aims to analyze the effect of brand awareness, brand association, perceived quality, brand loyalty and country of origin on the decision to repurchase Skechers brand shoes in the Special Region of Yogyakarta. In this research, a sample of 80 respondents were selected using purposive sampling method with data collection techniques using a questionnaire. The analytical tool used is Multiple Regression Analysis using SPSS 22.

Based on the analysis that has been done, the results show that brand awareness, brand association, perceived quality, brand loyalty and country of origin have a positive and significant effect on repurchase decisions.

Keyword: Brand awareness, Brand Association, Perceived Quality, Brand Loyalty, Repurchase decision