

Analisis pengaruh brand awareness, perceived quality dan brand association terhadap brand loyalty Surya Promild = The effect brand awareness perceived quality and brand association on brand loyalty Surya Promild

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Abstrak

Penelitian ini membahas pengaruh brand awareness, perceived quality dan brand association yang dimediasi oleh brand attitude terhadap brand loyalty. Dalam penelitian ini brand awareness, perceived quality dan brand association dikategorikan ke dalam perceptual dimension; sedangkan brand loyalty dikategorikan ke dalam behavior dimension. Hasil penelitian menunjukkan bahwa brand awareness dan brand association melalui mediasi brand attitude memberikan pengaruh signifikan terhadap brand loyalty. Selanjutnya, pada penelitian ini brand attitude dimodifikasi menjadi variabel moderasi.

Hasil penelitian menunjukkan bahwa brand attitude memberikan efek penguatan hubungan antara brand awareness terhadap brand loyalty dan brand association terhadap brand loyalty, meskipun pengaruh diantara variable tersebut tidak signifikan. Sehingga untuk dapat membangun brand loyalty, Surya Promild harus menitikberatkan kegiatan pemasaran yang dapat menguatkan brand awareness, brand association dan juga brand attitude.

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This study discusses the effect of brand awareness, perceived quality and brand association is mediated by brand attitude toward brand loyalty. In this research, brand awareness, perceived quality and brand association categorized into perceptual dimension; whereas brand loyalty categorized into behavior dimension. The results showed that brand awareness and brand association through mediation brand attitude provides a significant effect on brand loyalty. Furthermore, this research modifies brand attitude be moderating variables.

The results showed that brand attitude gives the effect of strengthening the relationship between brand awareness to brand loyalty and brand association to brand loyalty, although the effect was not significant among those variables. So as to be able to build brand loyalty, Surya Promild should focus marketing activities to strengthen brand awareness, brand association and brand attitude.