

ABSTRAKSI

Tujuan dalam penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *brand image* dan *perceived quality* terhadap *brand equity* dengan *word of mouth* sebagai variabel intervening pada dealer Suzuki PT. Indo Sun Motor Gemilang Semarang. Populasi dalam penelitian ini adalah seluruh para konsumen yang melakukan pembelian di dealer PT. Indo Sun Motor Gemilang Semarang, dengan jumlah sampel sebesar 100 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Purposive sampling*. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *brand image* dan *perceived quality* berpengaruh positif dan signifikan terhadap *word of mouth*. *Brand image*, *perceived quality* dan *word of mouth* juga terbukti mempunyai pengaruh positif terhadap *brand equity*. *Word of mouth* mampu menjadi variabel intervening antara *brand image* dengan *brand equity*, artinya semakin positif *image* konsumen apda sepeda motor Suzuki, maka akan semakin tinggi bagi pelanggan dalam menyebarkan opininya mengenai kebaikan suatu merek produk, sehingga hal itu akan berdampak pada semakin kuat ekuitas konsumen terhadap merek suatu produk. Hasil pengujian menunjukkan jika *word of mouth* juga mampu menjadi variabel intervening antara *perceived quality* dengan *brand equity*, dapat diartikan bahwa semakin tinggi persepsi konsumen terhadap kualitas suatu merek, maka akan semakin tinggi bagi pelanggan dalam menyebarkan opininya mengenai kebaikan suatu merek sepeda motor Suzuki sebagai bentuk kuatnya ekuitas konsumen pada merek tersebut.

Kata Kunci : Citra Merek, Persepsi Kualitas, Komunikasi dari Mulut ke Mulut, Ekuitas Merek.

ABSTRACT

The purpose of this research is to know and analyze the influence of brand image and perceived quality to brand equity with word of mouth as intervening variable at Suzuki dealer PT. Indo Sun Motor Gemilang Semarang. The population in this study is all consumers who make a purchase at the dealer PT. Indo Sun Motor Gemilang Semarang, with total sample of 100 respondents. The sampling technique used in this research is Purposive sampling. The analysis tool is the path analysis, where previously tested the validity and reliability as well as the classical assumption test.

Test results show that brand image and perceived quality have a positive and significant effect on word of mouth. Brand image, perceived quality and word of mouth also proved to have a positive influence on brand equity. Word of mouth is able to be an intervening variable between brand image and brand equity, meaning that the more positive the image of the consumers of Suzuki motorcycles, the higher will be for the customers in spreading their opinions about the goodness of a product brand, so that will affect the stronger consumer equity brand of a product. Test results show if word of mouth is also able to be an intervening variable between perceived quality with brand equity, it can be interpreted that the higher the perception of consumers on the quality of a brand, it will be higher for the customer in spreading his opinion about the goodness of a Suzuki motorcycle brand as a form of strength consumer equity in the brand.

Key Word : Brand image, perceived quality, word of mouth and brand equity.