

ABSTRACT

This study aims to analyze the effect of brand image and product quality on brand loyalty with brand awareness as an intervening variable. The population used in this study is the user of the Toyota Avanza in Semarang City whose population is unknown. The sampling technique uses non-probability sampling techniques using purposive sampling method, where samples are selected according to certain criteria. Samples were taken as many as 100 respondents with the research instrument in the form of a questionnaire. Data analysis using Multiple linear regression, T test. The results of this study indicate that brand image and product quality have a positive and significant effect on brand awareness. Brand image, product quality and brand awareness have a positive and significant effect on brand loyalty. Brand awareness can be an intervening variable between brand image and brand loyalty and brand awareness is also able to become an intervening variable between product quality and brand loyalty.

Keywords: Brand Image, Product Quality, Brand Awareness and Brand Loyalty

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan kualitas produk terhadap loyalitas merek dengan kesadaran merek sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah pengguna mobil Toyota Avanza di Kota Semarang yang jumlah populasinya tidak diketahui. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan Regresi linear berganda, Uji T. Hasil penelitian ini menunjukkan bahwa citra merek dan kualitas produk berpengaruh positif dan signifikan terhadap kesadaran merek. Citra merek, kualitas produk dan kesadaran merek berpengaruh positif dan signifikan terhadap loyalitas merek. Kesadaran merek mampu menjadi variabel intervening antara citra merek terhadap loyalitas merek dan kesadaran merek juga mampu menjadi variabel intervening antara kualitas produk terhadap loyalitas merek.

Kata Kunci: Citra merek, Kualitas produk, Kesadaran merek dan Loyalitas merek