

ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan model loyalitas pelanggan melalui brand awareness, brand association dan perceived quality dengan kepuasan pelanggan sebagai variabel intervening. Penelitian ini menggunakan kuesioner untuk mengambil data pengguna handphone merek OPPO pada mahasiswa universitas islam sultan agung semarang sebanyak 100 orang. Teknik pengambilan sampel menggunakan teknik *purposive sampling*, yang artinya teknik penentuan sampel dengan pertimbangan tertentu. Metode analisis ini menggunakan *sobel test*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel *brand awareness* terhadap *kepuasan pelanggan*, pengaruh positif dan signifikan antara variabel *brand association* terhadap *kepuasan pelanggan*, pengaruh positif dan signifikan antara variabel *perceived quality* terhadap *kepuasan pelanggan*, pengaruh positif dan signifikan antara variabel *brand awareness* terhadap *loyalitas pelanggan*, pengaruh positif dan signifikan antara variabel *brand association* terhadap *loyalitas pelanggan*, pengaruh positif dan signifikan antara variabel *perceived quality* terhadap *loyalitas pelanggan*. Serta variabel *kepuasan pelanggan* terbukti memediasi variabel *brand awareness* terhadap *loyalitas pelanggan*, variabel *kepuasan pelanggan* tidak memediasi variabel *brand association* terhadap *loyalitas pelanggan* dan variabel *kepuasan pelanggan* terbukti memediasi variabel *perceived quality* terhadap *loyalitas pelanggan*.

Kata kunci : *brand awareness, brand association, perceived quality, kepuasan pelanggan dan loyalitas pelanggan.*

ABSTRACT

The purpose of this study is to analyze and describe the customer loyalty model through brand awareness, brand association and perceived quality with customer satisfaction as an intervening variable. This study used a questionnaire to retrieve data on OPPO brand cellphone users on the students of the Islamic University of Sultan Agung Semarang as many as 100 people. The sampling technique uses purposive sampling technique, which means the sampling technique with certain considerations. This analytical method uses sobel test.

The results of this study indicate that there is a positive and significant influence between brand awareness variables on customer satisfaction, positive and significant influence between brand association variables on customer satisfaction, positive and significant influence between perceived quality variables on customer satisfaction, positive and significant influence between brand awareness variables on customer loyalty, a positive and significant effect between brand association variables on customer loyalty, a positive and significant effect between perceived quality variables on customer loyalty. And the customer satisfaction variable is proven to mediate the brand awareness variable on customer loyalty, the customer satisfaction variable does not mediate the brand association variable on customer loyalty and the customer satisfaction variable is proven to mediate the perceived quality variable on customer loyalty.

Keywords: brand awareness, brand association, perceived quality, customer satisfaction and customer loyalty.