

ABSTRAK

Kelvin Sebastian Halim (02011180063)

PENGARUH *BRAND AWARENESS*, *PERCEIVED QUALITY*, DAN *BRAND IMAGE* PADA *BRAND LOYALTY XIAOMI* DI SURABAYA

(v + 75 halaman; 11 gambar; 10 tabel; 3 lampiran)

Perkembangan teknologi di bidang komunikasi membuat ketergantungan orang semakin meningkat akan perangkat komunikasi yang canggih. Ada banyak merk *handphone* di pasaran, salah satunya adalah Xiaomi. Xiaomi menjadi salah satu merk yang berhasil merebut penjualan merk *handphone* lain yang sudah lama masuk dalam industri ini. Karena Xiaomi menekankan pada teknologi yang maju dengan harga yang relatif lebih murah.

Pemahaman dan penelitian tentang merk sangat penting bagi perusahaan untuk menyusun program-program pemasaran. Kesadaran akan merk (*brand awareness*) merupakan tahapan pertama bagi konsumen untuk memahami keberadaan dan mengenal suatu merk. Setelah mengenal merk, *perceived quality* muncul, yaitu persepsi akan kualitas produk suatu merk, yang kemudian memberikan kesan tertentu terhadap suatu merk (*brand image*). Sedangkan loyalitas merk (*brand loyalty*) adalah kesetiaan terhadap suatu merk yang membuat konsumen menyukai merk dan akan terus membeli dan menggunakan produk dari merk tersebut.

Penelitian ini mengumpulkan data dengan membagikan kuesioner kepada 100 responden di Surabaya, yang terdiri dari pria dan wanita berusia 18-60 tahun, dan menggunakan *handphone* Xiaomi selama minimal enam bulan terakhir. Hasil penelitian menemukan bahwa terdapat pengaruh signifikan antara *brand awareness*, *perceived quality*, dan *brand image* terhadap *brand loyalty handphome* Xiaomi di Surabaya sebesar 58,1%. Hal ini berarti semakin tinggi atau kuatnya *brand awareness*, *perceived quality*, dan *brand image* konsumen, maka semakin tinggi pula loyalitas merk. Semakin besar kesadaran terhadap suatu merk disertai persepsi mengenai kualitas yang baik dan kesan merk yang kuat dalam benak konsumen, maka akan semakin kuat loyalitas terhadap merk tersebut.

Referensi : 45 (1989 – 2014)

ABSTRACT

Kelvin Sebastian Halim (02011180063)

THE EFFECT OF BRAND AWARENESS, PERCEIVED QUALITY, AND BRAND IMAGE ON BRAND LOYALTY OF XIAOMI IN SURABAYA

(v + 75 pages; 11 figures; 10 tables; 3 appendixes)

The development of technology in the field of communication makes people increasingly dependent on sophisticated communication devices. There are many brands of mobile phones on the market, one of which is Xiaomi. Xiaomi is one of the brands that has succeeded in seizing sales of other mobile phone brands that have long been in this industry. Because Xiaomi emphasizes on advanced technology at a relatively cheaper price.

Understanding and research about brands is very important for companies to develop marketing programs. Brand awareness is the first stage for consumers to understand the existence and recognize a brand. After getting to know the brand, perceived quality appears, namely the perception of the quality of a brand's product, which then gives a certain impression of a brand (brand image). While brand loyalty (brand loyalty) is loyalty to a brand that makes consumers like the brand and will continue to buy and use products from that brand.

This study collects data by distributing questionnaires to 100 respondents in Surabaya, consisting of men and women aged 18-60 years, and using Xiaomi mobile phones for at least the last six months. The results of the study found that there was a significant influence between brand awareness, perceived quality, and brand image on brand loyalty of Xiaomi mobile phones in Surabaya by 58.1%. This means that the higher or stronger the brand awareness, perceived quality, and consumer brand image, the higher the brand loyalty. The greater the awareness of a brand along with the perception of good quality and a strong brand impression in the minds of consumers, the stronger the loyalty to the brand.

References : 45 (1989 – 2014)