

RINGKASAN

Intan Ratu Perwira Negara.2013. Asosiasi Variabel-Variabel Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek (Survei pada Warga Pengguna Operator Seluler Telkomsel Kelurahan Lowokwaru Kota Malang)Dr.Imam Suyadi, M.Si, Sunarti, S.Sos,MAB, 110 Hal + xv.

Tujuan dari penelitian ini adalah untuk menjelaskan asosiasi variabel-variabel kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek pada produk operator seluler Telkomsel.

Jenis penelitian yang digunakan adalah eksplanatory research (penelitian penjelasan). Lokasi penelitian di Warga Kelurahan Lowokwaru Pengguna Operator Seluler Telkomsel di Kota Malang. Sampel dalam penelitian ini sebanyak 99 responden dengan Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah proportional stratified random. Metode pengumpulan data menggunakan data kuesioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis menggunakan teknik Chi-Square serta untuk mengetahui kekuatan asosiasi antar variabel diukur dengan melakukan uji-uji independence ukuran asosiasi yaitu : koefisien phi (Φ), koefisien Cramer (C) dan koefisien kontingensi Pearson (P). Ukuran asosiasi dirumuskan dalam koefisien , koefisien *Cramer* dan koefisien kontingensi *Pearson*. Ukuran asosiasi memiliki nilai antara 0 dan 1 untuk setiap tabel silang. Nilai C semakin mendekati 0 semakin memperlemah asosiasi antara variabel sebaliknya apabila koefisien kontingensi mendekati 1 maka hubungan antara variabel akan menunjukkan semakin kuat (sempurna).

Pada penelitian yang telah dilaksanakan, ditemukan adanya asosiasi yang signifikan antara variabel kesadaran merek dan variabel asosiasi merek, variabel kesadaran merek dan variabel persepsi kualitas, variabel kesadaran merek dan variabel loyalitas merek, variabel asosiasi merek dan variabel persepsi kualitas, variabel asosiasi merek dan variabel loyalitas merek, variabel persepsi kualitas dan variabel loyalitas merek hasil tersebut didapat berdasarkan dari analisis tabel silang yang menghasilkan nilai signifikan dengan derajat alpha dibawah 5%. Hal tersebut membuktikan bahwa secara kajian teori tentang ekuitas merek telah terbukti dan sepenuhnya ditopang oleh data atau fakta-fakta yang ada.

Kata Kunci : Kesadaran Merek, Asosiasi Merek,Persepsi Kualitas, Loyalitas Merek, Ekuitas Merek

SUMMARY

Intan Ratu Perwira Negara.2013. Association of Variables Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty (Survey on Citizens Village Mobile Operator Telkomsel User Lowokwaru in Malang). Dr.Imam Suyadi, M.Si, Sunarti, S. Sos, MAB, 110 Hal + xv.

The purpose of this study was to describe the association of the variables of brand awareness, brand associations, perceived quality, brand loyalty on the mobile operator Telkomsel products.

This type of research is explanatory research (research explanation). Research sites in the Village Residents Lowokwaru Mobile Operator Vodacom users in the city of Malang. The samples in this study were 99 respondents to the sampling technique used in this study is the proportional stratified random. Methods of data collection using questionnaire data. Analysis of the data used is descriptive analysis and analysis using Chi-Square and techniques to determine the strength of association between variables was measured by conducting tests of independence measure of the association are: phi coefficient (Φ), Cramer coefficient (C) and the Pearson contingency coefficient (P) . Size formulated in association coefficient, Cramer coefficient and Pearson contingency coefficient. Size of the association has a value between 0 and 1 for each cross table. C values closer to 0 further weakened the association between the variables instead if contingency coefficient close to 1 then the relationship between the variables will show the stronger (perfect).

In the research that has been carried out, found a significant association between the variables of brand awareness and brand association variable, variable brand awareness and perceived quality variables, variable brand awareness and brand loyalty variable, variable brand associations and perceived quality variables, variable brand association and loyalty variables brand, variable quality perception and brand loyalty variables based on the results obtained from the analysis of the cross table that generates significant value with an alpha level below 5%. This study proves that the theory of brand equity has been proven and fully supported by the data or the existing facts.

Keywords: Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Brand Equity