# PENGARUH KESADARAN MEREK, ASOSIASI MEREK, DAN KESAN KUALITAS TERHADAP LOYALITAS KONSUMEN SMARTPHONE MEREK LOKAL DAN CHINA DI KOTA SEMARANG

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## ABSTRAK

Perkembangan penjualan dan pangsa pasar yang luar biasa membuat smartphone merek lokal dan China mampu bersaing dengan merek-merek yang lebih dulu terkenal. Loyalitas konsumen sudah banyak diteliti dan banyak faktor yang mempengaruhi, seperti kesadaran merek, asosiasi merek, dan kesan kualitas. Tujuan penelitian ini adalah menganalisis seberapa banyak kontribusi indikator terhadap variabel serta pengaruh kesadaran merek, asosiasi merek, dan kesan kualitas terhadap loyalitas konsumen.

Populasi yang digunakan adalah seluruh warga kota Semarang yang menggunakan smartphone merek lokal dan China. Pemilihan sampel menggunakan metode Non Probability Sampling dengan cara Purposive Sampling sejumlah 100 orang. Metode pengumpulan data menggunakan kuesioner dan teknik analisis yang digunakan adalah Structural Equation Model (SEM).

Hasil analisis menunjukkan bahwa kesadaran merek, asosiasi merek, dan kesan kualitas berpengaruh positif dan signifikan terhadap loyalitas konsumen smartphone merek lokal dan China.

Kata Kunci : kesadaran merek, asosiasi merek, kesan kualitas, loyalitas konsumen, smartphone

# IMPACT OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY TO CUSTOMER LOYALTY OF LOCAL AND CHINESE BRAND'S SMARTPHONES IN THE SEMARANG CITY

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## ABSTRACT

The development of sales and market share outstanding make smartphones local and Chinese brands able to compete with brands that famous first. Customer loyalty has been widely studied and many factors that influence such as brand awareness, brand association, and the perceived quality. The purpose of this study is to analyze how much the contribution of indicators to the variables and the influence of brand awareness, brand association, and the perceived quality on customer loyalty.

The population used are all citizens of Semarang City who use local and Chinese brands smartphones. Selection of samples using Non Probability Sampling method by Purposive Sampling as many as 100 people. Methods of data collection using questionnaires and analysis techniques used are Structural Equation Model (SEM).

The analysis shows that brand awareness, brand association, and the perceived quality have significant positive effect on customer loyalty of local and Chinese brand's smartphones.

Keyword          :   brand awareness, brand association, perceived quality, customer loyalty, smartphone