

## INTISARI

### **PENGARUH BRAND EQUITY “PATHOK” TERHADAP LOYALITAS KONSUMEN BAKPIA (STUDI KASUS PADA MAHASISWA UNIVERSITAS MUHAMMADIYAH YOGYAKARTA). 2019. VERLITA CAHYA ADANI (Skripsi dibimbing oleh WIDODO & NUR RAHMAWATI)**

Penelitian ini bertujuan untuk mengetahui bagaimana ekuitas merek “pathok” di Yogyakarta dan pengaruh ekuitas merek “pathok” terhadap loyalitas konsumen bakpia di Yogyakarta. Penelitian ini menggunakan data primer dan sekunder. Data primer didapatkan dengan menggunakan responden sebanyak 281 orang dengan menggunakan teknik *nonprobability sampling* dengan pendekatan *sampling insidental*. Teknik analisis data pada penelitian ini menggunakan analisis deskriptif dan analisis regresi linear berganda. Tingkat *brand equity* “pathok” menurut penelitian berada pada tingkatan tinggi dengan rata-rata indeks 216,6. Tingkat loyalitas konsumen bakpia pathok berada pada kategori sedang dengan rata-rata indeks 166,7. Loyalitas konsumen bakpia “pathok” di Daerah Istimewa Yogyakarta dipengaruhi oleh variabel *independen brand awareness*, *perceived quality*, *brand association* dan *brand loyalty* pada tingkat 74,2%. Secara simultan variabel *independen brand awareness*, *perceived quality*, *brand association* dan *brand loyalty* berpengaruh signifikan terhadap loyalitas konsumen bakpia pathok. Faktor-faktor yang mempengaruhi secara signifikan loyalitas konsumen bakpia pathok meliputi *perceived quality* dan *brand loyalty*.

**Kata kunci:** bakpia, ekuitas merek, loyalitas konsumen

## **ABSTRACT**

***THE INFLUENCE OF BRAND EQUITY “PATHOK” ON BAKPIA CONSUMER LOYALTY (CASE STUDY ON STUDENTS OF UNIVERSITAS MUHAMMADIYAH YOGYAKARTA). 2019. VERLITA CAHYA ADANI (Supervised by WIDODO & NUR RAHMAWATI)*** This study aims to find out on how the brand equity "Pathok" in Yogyakarta and the influence of "Pathok" brand equity on bakpia consumer loyalty in Yogyakarta. This study used primary and secondary data. Primary data are obtained by using 281 respondents using nonprobability sampling techniques with an incidental sampling approach. The data analysis technique in this study used descriptive analysis and multiple linear regression analysis. The level of brand equity "pathok" according to the research is at a high level with an average index of 216.6. The level of loyalty of bakpia consumers is in the moderate category with an average index of 166.7. Consumers loyalty of bakpia "pathok" in Yogyakarta are influenced by the independent variable of brand awareness, perceived quality, brand association and brand loyalty at the level of 74.2%. Simultaneously, independent variable of brand awareness, perceived quality, brand association and brand loyalty have a significant effect on consumer loyalty of bakpia pathok. Hence, the factors that significantly influence consumers' loyalty of bakpia pathok include perceived quality and brand loyalty.

***Keywords:*** bakpia, brand equity, consumer loyalty