

**PENGARUH *BRAND AWARENESS*, *BRAND LOYALTY* DAN *BRAND IMAGE* TERHADAP *BRAND EQUITY* SEPATU CONVERSE PADA MAHASISWA FAKULTAS EKONOMI DAN SOSIAL UNIVERSITAS JENDERAL ACHMAD YANI YOGYAKARTA**

**INTISARI**

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Penelitian ini bertujuan untuk membuktikan pengaruh *brand awareness*, *brand loyalty*, dan *brand image* terhadap *brand equity* produk sepatu Converse pada mahasiswa Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta. Penelitian ini dilakukan pada konsumen produk sepatu Converse di Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta. Penelitian ini menggunakan teknik dan cara pengambilan sampel *purposive sampling* dengan 89 responden dengan penentuan jumlah yang dilakukan menggunakan rumus slovin dengan kriteria yang pernah membeli dan memakai produk Converse di Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta. Data dikumpulkan dengan kuesioner yang telah diuji validitas dan reliabilitasnya. Hasil penelitian ini dianalisis dengan analisis regresi linier berganda.

Teknik analisis data pada penelitian ini menggunakan deskripsi data, uji validitas, dan reabilitas, uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis. Berdasarkan hasil penelitian yang telah dilaksanakan diperoleh kesimpulan bahwa variabel *brand awareness*, *brand loyalty* dan *brand image* secara parsial berpengaruh positif terhadap *brand equity*. *Brand awareness*, *brand loyalty* dan *brand image* secara simultan mempengaruhi *brand equity*. Uji koefisien determinasi menunjukkan bahwa terdapat hubungan yang cukup erat antara *brand awareness*, *brand loyalty* dan *brand image* terhadap *brand equity* dengan nilai R sebesar 0,885. Melalui nilai *adjusted R square* juga diketahui bahwa variabel *brand awareness*, *brand loyalty* dan *brand image* berkontribusi sebesar 78,3% terhadap variabel *brand equity*.

Kata Kunci : *Brand Awareness*, *Brand Loyalty*, *Brand Image*, *Brand Equity*

**THE EFFECT OF BRAND AWARENESS, BRAND LOYALTY, AND BRAND IMAGE ON CONVERSE SHOES BRAND EQUITY ON STUDENTS OF THE FACULTY OF ECONOMIC AND SOCIAL UNIVERSITY ACHMAD YANI YOGYAKARTA**

**ABSTRACT**

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*This study aims to prove the effect of brand awareness, brand loyalty, and brand image on Converse shoes brand equity products among students of Faculty Economics and Social the University Jenderal Achmad Yani Yogyakarta. The research was conducted on consumers products Converse shoes at the Faculty Economics and Social the University Jenderal Achmad Yani Yogyakarta. This study uses purposive sampling technique and sampling method with 89 respondents is taken with the determination of the amount made using the slovin formula with criteria who have bought and used Converse products at the Faculty Economics and Social the University Jenderal Achmad Yani Yogyakarta. The data collected by using a questionnaire that has been tested for validity and reliability. Analyzed by multiple linear regression analysis.*

*The data analysis techniques in this study used data descriptions, validity and reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis testing. Based on the results of research that has been carried out, it can be concluded that the brand awareness, brand loyalty and brand image partially have a positive effect on brand equity. Brand awareness, brand loyalty and brand image simultaneously affect brand awareness. The coefficient of determination test shows that there is a fairly close relationship between brand awareness, brand loyalty and brand image on brand equity with an R value of 0.885. Through the adjusted R square value, it is also known that the brand awareness, brand loyalty and brand image contribute 78.3% to the brand equity.*

*Keyword : Brand Awareness, Brand Loyalty, Brand Image, Brand Equity*