

INTISARI

Penelitian ini bertujuan untuk mengetahui ekuitas merek produk "In Tee Shirt" dilihat dari *brand awarness*, *brand association*, *perceived quality*, dan *brand royalty*. Populasi dalam penelitian ini adalah konsumen produk "In Tee Shirt" Yogyakarta. Alat pengumpulan data di adopsi dari peneliti terdahulu yang dilakukan oleh Nasir dkk (2004). Alat analisis yang digunakan adalah Analisis Frekuensi untuk *brand awarness*; Uji Cochran untuk *brand association*; Analisis *Performance*, dan *Importance* untuk *brand perceived quality*; Analisis rata-rata dan frekuensi untuk *brand royalty*.

Hasil analisis menunjukkan bahwa ekuitas merek produk "In Tee Shirt" dilihat dari *brand awarness*, memiliki *brand recognition* yang cukup baik dimana konsumen mengingat akan keberadaan "In Tee Shirt". Berdasarkan *brand association* diketahui produk "In Tee Shirt" memiliki asosiasi yang dapat dikembangkan yaitu kesan eksklusif, tahan lama, model desain gambar sangat variatif, harga terjangkau, banyak jenis dan tipe serta memiliki ciri khas tertentu. Berdasarkan analisis *brand perceived quality* secara keseluruhan bahwa produk "In Tee Shirt" memiliki *performance* atau persepsi kualitas yang lebih tinggi di bandingkan dengan kualitas yang sesungguhnya dalam produk "In Tee Shirt". Sedangkan untuk *importance* yang tinggi adalah pada desain dan karakter. Atribut yang perlu dibenahi adalah atribut layanan ketersediaan produk. Berdasarkan analisis *brand royalty* produk "In Tee Shirt" berada pada *satisfied buyer* yang berarti konsumen puas dalam membeli produk "In Tee Shirt" dan *committed buyer* yaitu keinginan konsumen mempromosikan merek produk pada konsumen lainnya.

Kata-kata kunci: *brand awarness*, *brand association*, *perceived quality*, dan *brand royalty*

ABSTRACT

The research purposed to know how is the *Brand Equity* of the products "In Tee Shirt", based on a few of *brand awarness*, *brand association*, *perceived quality* and *brand loyalty*. The population in this research is the costumers products of "In Tee Shirt" in Yogyakarta. Tool of data gathering adopted from the previous research which has been done by Nasir. et. al (-2004-). The tools of analysis itself is analysis of frequency which used to analyze *brand awarness*, *Cochran Test* to analyze the *brand association*, analysis of *performance and importance* of the products attribute for analyzing *brand perceived quality*, analysis of avarage and *frequency* is to analyze the *brand loyalty*.

The analysis result shows that the *brand equity* of the products "In Tee Shirt", refers to *brand awarness* shows that "In Tee Shirt" have enough *brand recognition*, meaning that the consumers remember of the "In Tee Shirt" products. Based on the *brand association* research, founded out that could be expanded, those are exclusive impression, long lasting, various of model and design, good price, and lots of kind and type and it has certain of special characters. Based on the *brand perceived quality* research, hollistically shows that the products of "In Tee Shirt have higher *performance* or higher *perceived quality* than his the truth quality to products branded "In Tee Shirt. While high *Importance* is design and characters. The attribute which underlined is the attribute of the products ovaibility service refers to the analysis of *brand royalty*, the product "In Tee Shirt" is on the *satisfied buyer*, which means the costumers satisfy in buying the products and *committed buyer*, meaning that the disire of consumens in promoting the products to the other consumers.

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