

INTISARI

Penelitian ini dilakukan untuk menganalisis lebih spesifik mengenai pengaruh variabel kesadaran merek (*brand awareness*), persepsi kualitas (*percieved quality*), asosiasi merek (*brand association*), loyalitas merek (*brand loyalty*), dan aset merek lainnya (*other brand asset*) terhadap kepuasan konsumen pada mobil Toyota Yaris. Teknik sampling yang digunakan adalah *purposive sampling* dengan kriteria masyarakat umum pemilik dan pengguna Mobil Toyota Yaris dan masyarakat yang menggunakan Mobil Toyota Yaris minimal 3 bulan. Diperoleh jumlah sampel sebanyak 50 responden yaitu konsumen Mobil Toyota Yaris yang berdomisili di Kota Yogyakarta .

Berdasarkan hasil uji regresi berganda diperoleh hasil penelitian bahwa variabel independen yang berpengaruh secara signifikan terhadap *return* saham adalah kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek, aset merek dan ekuitas merek, dan secara bersama – sama (simultan) kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek dan aset merek lainnya berpengaruh terhadap terhadap kepuasan konsumen pada mobil Toyota Yaris.

Kata Kunci: kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas merek, dan aset merek lainnya terhadap kepuasan konsumen.

ABSTRACT

This research is done to analyze more specifically about the effect of the variables of brand awareness, perceived quality, brand association, brand loyalty, and other brand assets toward the customer satisfaction on Toyota Yaris. The sampling technique used is purposive sampling with the criteria of public owners and users of Toyota Yaris and public using Toyota Yaris for at least 3 months. The samples collected are 50 respondents who are the consumers of Toyota Yaris staying in Yogyakarta.

Based on the multiple regression test, the result finds that the independent variables significantly affecting toward the stock return are brand awareness, perceived quality, brand association, brand loyalty, brand assets and brand equity, and along with (simultaneous) brand awareness, perceived quality, brand association, brand loyalty, and other brand assets affect the customer satisfaction on Toyota Yaris.

Keywords: brand awareness, perceived quality, brand association, brand loyalty, and other brand assets toward the customer satisfaction