ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Brand Loyalty, Brand Awareness,* dan *Perceived Quality* terhadap *Brand Equity* Jam Tangan Kayu Produksi Dalam Negeri

Tujuan penelitian ini adalah untuk mengetahui pengaruh antara *brand loyalty, brand awareness*, dan *perceived quality* terhadap *brand equity* jam tangan kayu produksi dalam negeri. Metode yang digunakan adalah metode penelitian pendekatan kuantitatif. Sampel dalam penelitian ini adalah sebanyak 100 responden yang merupakan masyarakat Kota Lhokseumawe yang menggunakan jam tangan *brand* Matoa, Pala Nusantara, dan Eboni Watch. Pengumpulan data menggunakan kuesioner dengan skala Likert *five-point*. Uji asumsi klasik yang digunakan adalah uji normalitas, uji heteroskedastisitas, dan uji multikolineraritas. Alat analisis yang digunakan adalah uji regresi linear berganda dan uji hipotesis menggunakan uji t dan uji F. Hasil penelitian menunjukkan bahwa nilai signifikansi variabel *brand loyalty* adalah $0,622 > 0,05$ sehingga *brand loyalty* tidak berpengaruh terhadap *brand equity*, sselanjutnya nilai signifikansi variabel *brand awareness* adalah $0,0006 < 0,05$ sehingga *brand awareness* berpengaruh terhadap *brand equity*, dan nilai signifikansi variabel *perceived quality* adalah $0,008 < 0,05$ sehingga *perceived quality* berpengaruh terhadap *brand equity*. Hasil uji F menunjukkan nilai signifikansi adalah $0,000 < 0,05$ sehingga artinya secara simultan terdapat pengaruh antara *brand loyalty, brand awareness*, dan *perceived quality* terhadap *brand equity* jam tangan produksi dalam negeri pada masyarakat Kota Lhokseumawe. Hubungan antara variabel *brand loyalty, brand awareness, perceived quality* terhadap *brand equity* adalah sebesar 57,6% sedangkan sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *brand loyalty, brand awareness, perceived quality, brand equity*

ABSTRACT

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Study Program: *Management*
Title   : *Influence Brand Loyalty, Brand Awareness,*
      and Perceived Quality on Brand Equity of Wooden Watches
      Domestic Production

The aim of this research is to determine the influence of brand loyalty, brand awareness, and perceived quality on the brand equity of domestically produced wooden watches. The method used is a quantitative approach research method. The sample in this study was 100 respondents who were residents of Lhokseumawe City who used Matoa, Pala Nusantara and Eboni Watch brand watches. Data collection used a questionnaire with a five-point Likert scale. The classical assumption tests used are the normality test, heteroscedasticity test, and multicollinearity test. The analytical tools used are multiple linear regression tests and hypothesis testing using the t test and F test. The results of the research show that the significance value of the brand loyalty variable is $0.622 > 0.05$ so that brand loyalty has no effect on brand equity, then the significance value of the brand awareness variable is $0.0006 < 0.05$ so that brand awareness has an effect on brand equity, and the significance value of the perceived quality variable is $0.008 < 0.05$ so that perceived quality has an effect on brand equity. The results of the F test show that the significance value is $0.000 < 0.05$, so this means that there is a simultaneous influence between brand loyalty, brand awareness and perceived quality on the brand equity of domestically produced watches in the people of Lhokseumawe City. The relationship between the variables brand loyalty, brand awareness, perceived quality and brand equity is 57.6%, while the remainder is influenced by other variables not examined in this research.

Keyword: *brand loyalty, brand awareness, perceived quality, brand equity*