

ABSTRAK

Berdasar penjualan Sepeda Motor di Indonesia, Yamaha belum dapat menjadi pesaing serius bagi Honda di tahun 2014 karena selisih penjualan yang masih jauh. Pokok masalah dalam penelitian ini menyoroti tentang bagaimana kekuatan ekuitas merek yang terdiri dari elemen kesadaran merek, asosiasi merek, dan persepsi kualitas merek dapat mempengaruhi *word of mouth* pada sepeda motor Yamaha. Berdasarkan latar belakang tersebut penelitian ini dibuat dengan tujuan untuk menguji dan menganalisis pengaruh ekuitas merek terhadap *word of mouth* sepeda motor Yamaha.

Populasi dari penelitian ini meliputi masyarakat di kabupaten Sleman. Sampel yang diambil yaitu sebesar 102 responden dan teknik sampling yang digunakan adalah purposive sampling. Data diperoleh dari kuesioner yang kemudian diolah dan dianalisis dengan menggunakan teknik analisis regresi berganda. Analisis ini meliputi: uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji F, serta analisis koefisien determinasi (R²). Dari analisis tersebut diperoleh persamaan regresi :

$$Y = 0,447 X1 + 0,413 X2 + 0,208 X3$$

Dimana (Y) merupakan variabel *word of mouth*, sedangkan (X1) adalah kesadaran merek, (X2) adalah asosiasi merek, dan (X3) adalah persepsi kualitas merek. Pengujian hipotesis menggunakan uji t menunjukkan bahwa ketiga variabel independen yang diteliti terbukti secara positif mempengaruhi variabel dependen *word of mouth*. Kemudian melalui uji F dapat diketahui bahwa variabel kesadaran merek, asosiasi merek, dan persepsi kualitas merek layak untuk menguji variabel dependen (WOM). Adjusted R Square, diperoleh sebesar 0,502. Hal ini berarti 50,2 % *word of mouth* dapat dijelaskan oleh variabel kesadaran merek, asosiasi merek, dan persepsi kualitas merek. Sedangkan sisanya 49,8 % variabel *word of mouth* dapat dijelaskan oleh variabel-variabel lainnya yang tidak diteliti dalam penelitian ini.

Kata kunci: kesadaran merek, asosiasi merek, persepsi kualitas merek, dan *word of mouth*

ABSTRACT

According to the survey of Top Brand Index of Motor Cycle in Indonesia, Yamaha has not been able to become a serious competitor for Honda in 2014 because of the difference in sales is still far. The principal issue in this research is how the power of brand equity which consists of brand awareness, brand association, and brand perceived quality could affect word of mouth of Yamaha Motor Cycle. Based on this background, this study aimed to test and analyze the influence of brand equity on word of mouth Yamaha Motor Cycle.

Population of the study include the district public Sleman. 102 samples of respondents was taken and sampling technique used is a purposive sampling. Data obtained from the questionnaire which was processed and analysed using multiple regression analysis techniques. This analysis includes: validity and reliability test, the classic assumption test, multiple regression analysis, hypothesis testing via t test and F test, and analysis of the coefficient of determination (R²). From this analysis, the regression equation is:

$$Y = 0,447 X1 + 0,413 X2 + 0,208 X3$$

Where (Y) is the variable word of mouth, while (X1) is brand awareness, (X2) is brand association, and (X3) is brand perceived quality. Hypothesis testing using t test showed that the three independent variables found to significantly influence word of mouth as dependent variable. Then the F test showed that the variables of brand awareness, brand association, and brand perceived quality are feasible to test the dependent variable (word of mouth). Adjusted R Square of 0.502 was obtained. This means that 50,2% purchase interest can be explained by the variables of brand awareness, brand association, and brand perceived quality. While the remaining 49,8% variable word of mouth can be explained by other variables which not examined in this study.

Keywords: word of mouth, brand awareness, brand association, and brand perceived quality