

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *brand awareness* dan *brand image* terhadap *brand loyalty* pada pelanggan usaha mikro, kecil, menengah (UMKM) Bakpia Pathok 25. Hipotesis yang diajukan adalah terdapat hubungan positif antara *brand awareness* terhadap *brand loyalty* pada pelanggan pelanggan usaha mikro, kecil, menengah (UMKM) Bakpia Pathok 25, terdapat hubungan positif antara *brand image* terhadap *brand loyalty* pada pelanggan usaha mikro, kecil, menengah (UMKM) Bakpia Pathok 25, dan adalah terdapat hubungan positif antara *brand awareness* dan *brand image* terhadap *brand loyalty* pada pelanggan pelanggan usaha mikro, kecil, menengah (UMKM) Bakpia Pathok 25. Subjek penelitian ini berjumlah 105 pelanggan Bakpia Pathok 25. Metode pengumpulan data menggunakan Skala *Brand Loyalty*, Skala *Brand Awareness* dan Skala *Brand Image*. Teknik analisis yang digunakan untuk uji hipotesis adalah Analisis Korelasi Ganda. Berdasarkan hasil analisis diperoleh korelasi antara *brand awareness* dengan *brand loyalty* adalah $r = 0,635$ dan $p < 0,00$. Hasil uji hipotesis tersebut menunjukkan bahwa terdapat hubungan positif antara *brand awareness* dengan *brand loyalty* pada pelanggan usaha mikro, kecil, menengah (UMKM) Bakpia Pathok 25. Selanjutnya berdasarkan hasil analisis diperoleh korelasi antara *brand image* dengan *brand loyalty* adalah $r = 0,471$ dengan $p < 0,00$. Hasil uji hipotesis tersebut menunjukkan bahwa terdapat hubungan positif antara *brand image* dengan *brand loyalty* pada pelanggan usaha mikro, kecil, menengah (UMKM) Bakpia Pathok 25. Dan selanjutnya nilai signifikansi untuk hubungan atau korelasi antara *brand awareness* dan *brand image* terhadap *brand loyalty* adalah sebesar $0,000 < 0,05$ dan nilai F hitung $35,503 > F$ tabel 3,08, sehingga dapat disimpulkan hipotesis ketiga diterima, yang berarti terdapat hubungan atau korelasi antara *brand awareness* dan *brand image* secara simultan terhadap *brand loyalty*. Diterimanya hipotesis dalam penelitian ini menunjukkan koefisien determinasi R square sebesar 0,410, hal ini mengandung arti bahwa variabel (*brand awareness* dan *brand image*) secara simultan terhadap variabel tergantung (*brand loyalty*) adalah sebesar 41,0 % dan sisanya 59,0 % dipengaruhi oleh faktor lainnya yang tidak dilibatkan dalam penelitian ini.

Kata Kunci: *Brand Loyalty*, *Brand Awareness*, dan *Brand Image*.

ABSTRACT

This study aims to determine the relationship between brand awareness and brand image on brand loyalty to Bakpia Pathok 25 micro, small and medium business customers. The hypothesis is that there is a positive relationship between brand awareness and brand loyalty to micro, small business customers. , medium (UMKM) Bakpia Pathok 25, there is a positive relationship between brand image and brand loyalty for micro, small, and medium enterprises (UMKM) Bakpia Pathok 25, and there is a positive relationship between brand awareness and brand image on brand loyalty to customers Micro, Small and Medium Enterprises (UMKM) Bakpia Pathok 25. The subjects of this research were 105 customers of Bakpia Pathok 25. The data collection method used the Brand Loyalty Scale, Brand Awareness Scale and Brand Image Scale. The analytical technique used to test the hypothesis is Multiple Correlation Analysis. Based on the results of the analysis, the correlation between brand awareness and brand loyalty is $r = 0.635$ and $p < 0.00$. The results of the hypothesis test indicate that there is a positive relationship between brand awareness and brand loyalty to Bakpia Pathok 25 micro, small and medium enterprises (UMKM). Furthermore, based on the results of the analysis, the correlation between brand image and brand loyalty is $r = 0.471$ with $p < 0,00$. The results of the hypothesis test indicate that there is a positive relationship between brand image and brand loyalty to Bakpia Pathok 25 micro, small and medium enterprises (UMKM) customers. And then the significance value for the relationship or correlation between brand awareness and brand image on brand loyalty is $0.000 < 0.05$ and the calculated F value is $35.503 > F$ table 3.08, so it can be concluded that the third hypothesis is accepted, which means that there is a relationship or correlation between brand awareness and brand image simultaneously on brand loyalty. The acceptance of the hypothesis in this study shows that the coefficient of determination R square is 0.410, this means that the variables (brand awareness and brand image) simultaneously on the dependent variable (brand loyalty) is 41.0% and the remaining 59.0% is influenced by factors others who were not included in this study.

Keywords: *Brand Loyalty, Brand Awareness, and Brand Image*